



From mountain to sea

Ellon Integrated Travel Town Masterplan

June 2018

Supporting Sustainable and Active Travel



Foreword

The Integrated Travel Town Project (ITT) takes a lead from the experiences and lessons learned from the Council's successful Peterhead Cycle Demonstration Town Project (CDT). The ITT project builds on the strengths of the CDT pilot and capitalises on the findings of the Smarter Choices Smarter Places funded projects across the UK.

The Integrated Travel Towns (ITT) Project allows Aberdeenshire Council to support more sustainable and active travel, working with communities and partners to provide the means and knowledge to facilitate a change in travel behaviour. This is a model that has been successfully utilised in the Council's Peterhead Cycle Demonstration Town Project with a growing body of evidence confirming that this approach can succeed in delivering change.

Ellon is one of a number Integrated Travel Towns (ITTs) being developed that will benefit from greater awareness of the barriers to developing fully integrated and sustainable transport leading to improved opportunities for walking, cycling, public transport use and more efficient vehicle use.

This Masterplan document sets the context of the ITT project, describes the background to the development of this masterplan and sets out the actions proposed by Aberdeenshire Council to enable these opportunities to be realised. This plan will help deliver on the National and Regional aspirations around smarter and more sustainable travel and supports the objectives of the Council's Local Transport Strategy.

The ITT Project has been developed with support from ¹Nestrans, ²Sustrans and ³Paths for All and maximizes opportunities for partnership working both from within the Council and externally with a wide range of stakeholders and has at its heart, the needs of the local community.

Peter Argyle

Chair of Aberdeenshire Council Infrastructure Services Committee

Peterhead Cycling Demonstration Town

The Peterhead CDT Project was delivered in partnership with the local community to provide new and improved infrastructure underpinned with a promotions and marketing campaign. The nationally recognised project delivered new cycle paths, an annual bike ride and cycle events resulting in a year on year increase in cycling of 50%. Levels of walking and cycling amongst primary school pupils are now amongst the highest in Aberdeenshire (Hands Up Scotland Survey, 2016).

The project has been held up as an exemplar by the Scottish Government, featuring in the recently published 'Town Centre Tool Kit'.

¹ Nestrans is the Regional Transport Partnership.

² Sustrans is the Cycling Charity administering Community Links, Safer Routes to Schools and Cycle Parking funding.

³ Paths for All administers the Government's Smarter Choices Smarter Places programme and budget.

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The Masterplan supports the Council's Local Transport Strategy objectives to encourage individuals to consider how to travel more sustainably, more actively and with greater efficiency with the goal to both improve health and reduce carbon emissions caused by transport.

The aim is to support active journeys for trips up to 5km, public transport and car sharing for longer trips, and calls for drivers to consider the efficiency of their vehicles by adopting fuel efficient driving or low emission vehicles (LEV's).

1 The Masterplan in Context

Against a backdrop of health inequality, a drop in levels of physical activity and a wide range of environmental considerations, active and sustainable travel has never had more importance in tackling these issues.

1.1 Background

The ITT Project supports the delivery of Aberdeenshire Council's Local Transport Strategy (LTS) which aims to encourage people to:

- Reduce Non-Sustainable Journeys
- Increase Active Travel
- Make Travel More Effective
- Improve Health
- Reduce Carbon Emissions from Transport

The Integrated Travel Town Project has a particular focus on supporting smarter and active travel. The ITT Project has drawn upon a high level of community engagement to develop the proposals set out in this plan.

Community ownership is at the heart of the ITT project and success lies in being able to fully understand the local barriers to active and sustainable transport, developing the appropriate infrastructure to overcome these issues.

1.2 Approach

The approach to how the Masterplan has been developed and how it will be delivered is set out below. The actions at the rear of the plan have been developed with a view to full delivery within a five year period, subject to funding.



Understanding

The issues, barriers and problems to Smarter Travel have been researched by undertaking site audits, engaging with local communities, sharing the findings and seeking local knowledge and guidance. The 'Cycling Potential Tool' which was developed by Cycling Scotland using the ITT project as a pilot study has been utilised as a means to understanding the impact of infrastructure development.

Developing

Making use of knowledge and understanding gained, the proposals that have been identified are based on the wants and needs relevant to the local community with the aim to address common barriers to sustainable and active travel.

Promoting

Lack of knowledge or information has been identified as one of the biggest barriers to Smarter Travel. A sustained and joined up approach to marketing and promotion has been included in the Masterplan.

The plan aims to encourage members of the community to take part in promotional events and make use of new infrastructure proposals. Clearly understood, a well delivered message will target receptive audiences, helping to achieve longer term behaviour change.

Evaluating

A significant and sustained investment will be required to realise the full potential of the Masterplan and what it can deliver. Baselining has already been undertaken to establish current travel trends via Non-Motorised User surveys (NMU), postal and online surveys and the Council has already invested in remote pedestrian and cycle counters. This data will be used to monitor changes in travel behaviour during the life of the Masterplan to ensure that the investment delivers.

1.3 Vision, Aims and Objectives

Vision of the Plan

At the heart of this Masterplan is an aspiration to achieve a modal change whereby 40% of all local journeys under 5km are made by bike or foot. This is an ambitious approach, reflecting Government commitments set out in the Cycling Action Plan for Scotland (CAPS) and the National Walking Strategy.

It is hoped that this can be achieved by providing the right infrastructure at the right locations and ensuring that residents are fully aware of the sustainable and active travel options that will be open to them. The benefits of achieving this will result in fewer single occupancy car journeys being made which will impact positively on tackling health, air quality and environment issues and will also help to address problems associated with congestion and parking.

Aims

The aim of this Masterplan is to develop these transport opportunities fully, by understanding the issues and barriers and overcoming these with support and initiatives identified and developed with the local community at the heart.

Objectives

With this approach, it is intended that the Masterplan will help the Council meet its sustainability objectives while supporting the priorities set out in the Council Plan 2017-22 which focus on transport, sustainability, active lifestyles, addressing inequalities and protecting the environment. The Masterplan will also make a positive contribution to the Nation's health and environmental agenda.

1.4 Funding the Plan

Smarter Choices Smarter Places

The Scottish Government's Smarter Choices, Smarter Places programme aims to encourage more people to change their behaviour to reduce car use in favour of sustainable alternatives such as walking, cycling and greater public transport use.

The initiative aims to deliver a step change in knowledge and attitudes towards sustainable travel choices by improved knowledge, awareness and tackling common perception barriers. Now in its fourth year, Government investment in the SCSP programme is currently £5m and it is anticipated that this will be maintained for the foreseeable future.

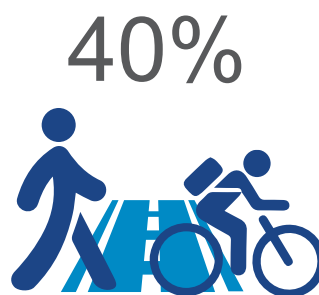
Community Links

The Community Links grant is a source of match funding delivered by Sustrans on behalf of Transport Scotland. Funding is allocated following a bid application process. One of the strengths of the Masterplan is to provide the 'bigger picture', setting into the wider context the infrastructure schemes which will be delivered over the period of the Masterplan. This approach, adopted for the CDT project has been successful and is welcomed by funding partners including Sustrans. With an annual budget of £80m and an annual bid process for funding, Aberdeenshire Council will continue to work with Sustrans using the Masterplan to support funding applications.

Regional Transport Partners

Nestrans, the regional transport partnership for the North East, represents the strategic transport needs of both Aberdeenshire and Aberdeen City at a wider level. Funding from Nestrans will be used to help deliver some of the more strategic interventions, for example linking communities on long distance walking and cycling paths suitable for commuters or supporting efforts to improve local transport provision and recreational options.

Aberdeenshire Council aspires to achieve a modal change whereby 40% of all journeys less than 5km are made by bike or foot.

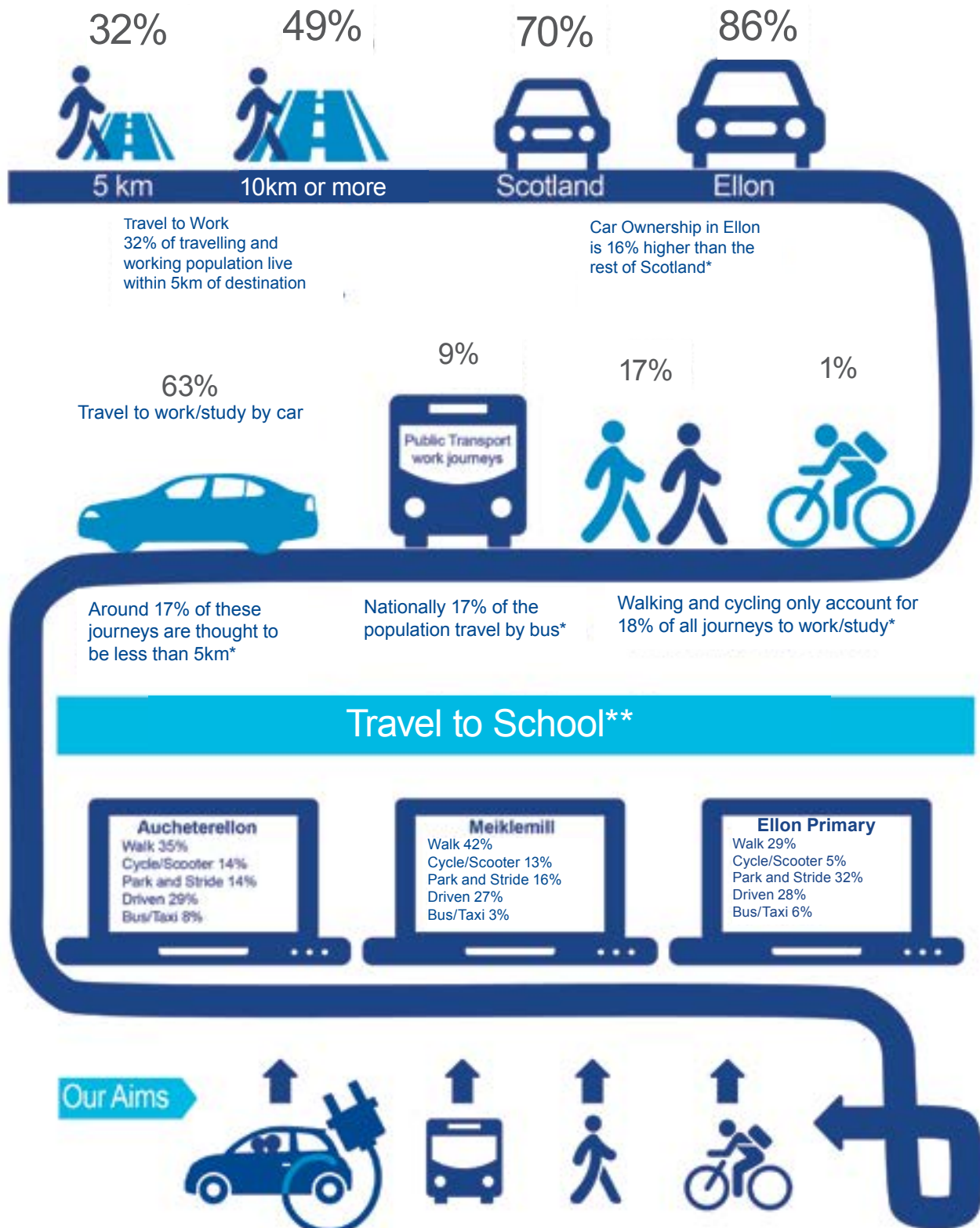


40%

5 km

Ellon: How we Choose to Travel

Transport Trends



*Census Data. **Hands Up Survey 2018



Electric Vehicle Registrations continue to grow in Aberdeenshire and the number of charge points in our towns is increasing. The Council has now installed over 40 EV charge points and is working to continue to increase the charging estate over the coming years. While EV's do not tackle issues associated with physical inactivity, the low emission vehicles have a role to play in working towards lowering emissions from transport.



2 Development of the Masterplan

The Masterplan was developed with the community in mind to improve the sustainable and active travel options connecting people to the places they want to travel to. The delivery of the proposals will require significant sustained long term investment and the plan sets out how this can be achieved.

2.1 Process

Following successful funding applications to Sustrans and Paths for All, the ITT Masterplans have been developed adopting the following approach.

- Desktop Review and Site Audits
- Community Engagement
- Development of proposals.
- Consultation on draft proposals
- Baseline surveying

Central to the Masterplan development process has been engagement with the local community within each of the ITT towns.

The Masterplan includes background information relating to sustainable and active travel in Ellon, and details of the problems and opportunities which have been identified. The plan concludes with a list of potential actions to support active and sustainable travel.

Aberdeenshire Council plans to work with partners to ensure the ITT Project continues in the longer term and it is intended that the Masterplan remains a live document with the action list subject to ongoing review and update.

2.2 Desktop Review and Site Audits

The desktop review considered travel origins and destinations; mapping main residential areas and areas of employment, local facilities and education centres. The review then identified the key links between these areas, looking for opportunities to enhance these links or create new ones altogether.

By adopting a corridor approach, the desktop review helped to focus the scope of the site audits which would identify both barriers and opportunities particular to these corridors.

The site audit process considered the factors which have either a positive or negative impact on active travel in particular. The audit looked for crossing points, considered footway widths and lighting. Pedestrian 'cut through' or 'desire lines' have been noted as these routes provide indications of where people want to walk when not constrained. Areas of excessive on street parking or popular pick up or drop off points, particular those related to schools were also recorded.

Areas of opportunity were noted during the audit process which included the potential to widen existing footways, create new cycle lanes, improve or provide new lighting. Based on desire lines and on site observations, locations where crossing facilities would be of benefit were also noted as well as cycle parking opportunities.

The information from these audits was logged and mapped and the information presented during the community engagement process for comment and confirmation that the audit identified recognised issues and constraints.

2.3 Community Engagement

Community engagement has been central to the development of the Masterplans. A range of consultation methods were used to afford local members of the community the opportunity to provide their input.

Comments have been sought by attending public drop in sessions held in public areas such as town halls, libraries or sports centres. Council officers attended farmers markets and community fairs and events to seek views and opinions on transport problems and issues.

A consultation booklet was produced to accompany an online survey which was promoted to the local community, making use of Community Planning links and contacts, seeking comment and suggestions for improvements based on the findings of the initial site audits and desk top studies.

The recently developed 'Placecheck' tool was piloted to provide further opportunity for residents to comment. Making use of online and mobile technology afforded by smart phones, Placecheck allows users to note on an electronic map areas which are 'liked' areas 'for improvement' and general observations.

2.4 Development of Infrastructure Proposals

Taking into account the findings from the community engagement exercise and the site audits, a SWOT analysis was prepared for the Ellon area. This analysis, has been used to inform the development of the Ellon Masterplan proposals which sets out priority projects designed to meet the Vision, Aims and Objectives of this plan.

From the body of information gathered from the site audits, community engagement and the SWOT analysis, a number of proposals were identified. The proposals which are set out in the next section of this masterplan were set out in a Draft Consultation Document, Launched in May 2016. This consultation was supported online with a survey and a mail out to 23,000 households seeking comments on the proposals and asking local communities to priorities the infrastructure proposals.

In summary: Early findings suggested that the main issues surrounded perceptions of safety in particular at schools. The most popular proposal was the development of a network of cycle routes and paths in and around Ellon which would support recreational use .

Consultation Events	Community Hall Workshops, were held during 2015 in each ITT. Surveys and maps available to record comments. Officers attended public events such as farmers markets to gather local knowledge.
Schools Engagement	Workshops with staff and pupils in ITT cluster schools to identify specific issues related to travel to and from school.
Online Survey	Online survey in summer 2015 allowing interested parties to provide their comments electronically on problems and issues and potential improvements within each ITT.
Placecheck Tool	Promotion of the Placecheck tool and Wider promotion of ITT Consultation and feedback mechanisms through press releases and social media.
Wider Approaches	May 2016 saw the launch of the ITT consultation document for comment. Officers attended public events such as farmers markets to gather local knowledge. A household survey was distributed to over 23,000 residents in the ITT areas. Baseline surveys were undertaken in March 2017 via NMU survey.

2.5 SWOT Analysis

The findings of the community engagement and consultation exercises coupled with the site audits and desk reviews have been summarised into a SWOT analysis which considers the relative strengths and weakness associated with sustainable and active travel as well as the opportunities and treats associated with delivering new and improved facilities.

Strengths	Weaknesses
<ul style="list-style-type: none"> » Very good public transport links to Aberdeen City and surrounding towns in Aberdeenshire, including from the Park and Ride site in the east of Ellon. » Formartine and Buchan Way is a high quality, wide shared use path » Many residential areas are 20mph zones. » Dropped kerbs in place at appropriate crossing/access points. 	<ul style="list-style-type: none"> » Ellon lacks high quality links between the Formartine and Buchan Way and the Town Centre. » Generally, there is a lack of signs to make the public aware of existing routes. » No cycling route along north edge of town to Castlepark Industrial Estate/Tesco » Onward cycling links to other towns and towards Aberdeen.
Opportunities	Threats
<ul style="list-style-type: none"> » Funding from developers to ensure high quality cycle, pedestrian and public transport infrastructure is implemented. » Potential to implement a 20mph zone in Ellon Town Centre. » There is sufficient space for additional cycle storage to be located at various key destinations. » Ensure Formartine and Buchan Way is well connected to the town centre 	<ul style="list-style-type: none"> » Traffic levels on Castle Road and Station Road may be a barrier to cycling/walking. » Some schemes may incur high costs. » The Ythan River regularly floods the existing riverside path. This makes the construction of new paths (such as on the north side of the Ythan to the west of Formartine and Buchan Way) technically difficult.



2.6 Cycling Potential

Working in partnership with Cycling Scotland, Aberdeenshire Council investigated the cycling potential within the five Integrated Travel Towns, including Ellon. The Cycling Potential Tool (CPT) used for the assessment provides an evidence base to inform decision-making about which areas may gain the largest impact from investment in cycling at a local level.

Reviewing origin destination data, the CPT identifies journeys that already occur and show that they could be completed on what is classed as cyclable network. The table below shows the top 10 journeys that occur within Ellon and the number of people who make that journey according to the Scottish Census data.

Top 10 Journeys

Journey by Data Zone areas	No. of people
Ellon East 07 (Riverside Rd area) – Ellon East 02 (town centre)	51
Ellon West 05 (Ness Circle area) – Ellon East 02 (town centre)	48
Ellon East 05 (Chapenhill Rd area) – Ellon East 02 (town centre)	47
Ellon East 01 (Balmoral Ave area) – Ellon East 02 (town centre)	46
Ellon East 06 (Riverside Rd area) – Ellon East 02 (town centre)	43
Ellon West 04 (Raeburn Pl area) – Ellon East 02 (town centre)	37
Ellon West 03 (Brent Field Cres area) – Ellon East 02 (town centre)	37
Ellon West 02 (town centre) – Ellon East 02 (town centre) (Internal)	35
Ellon West 05 (Ness Circle area) – Ellon East 01 (Balmoral Ave area)	34
Ellon East 03 (Brent Field Cres area) – Ellon East 02 (town centre)	34

A key feature of the Cycling Potential Tool is to the ability to estimate the number of people who could potentially cycle to work or school within an area. This feature was used to examine the people who were nearby the proposed route sections and estimate how many of those people could feasibly cycle to work or school. To calculate the number those who could potentially cycle, the tool considers the travel mode of each person and focuses on those who use the following forms of transport for getting to work or school:

- Car /Van
- Car Passenger
- Motorcycle
- Bus
- Taxi
- Metro
- Light rail

The tool then calculates the number of people who currently travel what is considered an acceptable distance to cycle to their workplace or educational facility. This results in a final number who could potentially change their mode to cycling. The figures are detailed in section 3.7 of this report.



Walking and Cycling are often overlooked as an affordable and healthy travel option. With around a quarter of travel to work journeys less than 5km and the increasing availability of E-Bikes, there is significant progress to be made in encouraging active travel for these short trips.

3 Proposals

The aim of the proposals below would be to see the delivery of cross town links which would link communities to destinations including the town Centre and schools. Links of this nature provide recreational opportunities as well as supporting utility journeys.

Fed by routes from the north, south east and west and incorporating much of the F&B Way, walking and cycling loops could then be established, increasing the recreational offer in the area. This would also support journeys into Ellon from the more remote communities.

Infrastructure proposals will be supported via a series of softer interventions such as mapping, way marking and events. Schools and businesses will be engaged to embed sustainable travel into these groups. The proposed delivery timescales below are indicative and could be subject to change dependent on issues arising from detailed design stages and future funding allocations.

3.1 Year 1

Year 1 of the Masterplan development would aim to provide 'quick wins' to help generate local support early on in the project. Targeting 'missing' links and raising awareness of the existing high level of infrastructure, the initial projects would include;

- Riverside Path widening; town Centre to Meiklemill Bridge via F&B Way.
- Proposed installation of a pedestrian crossing facility where the F&B Way crosses Station Road.
- Installation of route signage to key destinations along main walking and cycling routes.
- Publication of a new walking and cycling map for the town
- Complete the missing link from the Toucan Crossing of Castle Road onto the existing shared use network.
- Initial works with transition pupils at schools to inform about sustainable transport and walk/cycle to school.
- Cycle parking at various town centre locations.

3.2 Year 2

Year 2 would aim to achieve 'Cycle Friendly Schools' status for ALL Ellon primary Schools and will provide support to interested businesses to become 'Cycle Friendly Employers'.

Infrastructure proposals would aim to provide improved connections across the north of the town linking Knockothie and Auchterellon areas.

- Development of shared use link from Knockothie area of Ellon to the F&B Way and Auchterellon Primary.
- Consider options for cycle lanes or shared use path along Riverside Road.
- Cycle Friendly Schools status for Ellon, Meiklemill and Auchterellon Primary Schools.
- Cycle Friendly Employer award for at least two employers.
- Bikeability provided to all primary schools.

3.3 Year 3

With the east-west links in place at the south and north of Ellon from year 1 and year 2 investment, Year 3 would aim to start developing the links to the town Centre from the north in particular. Further activities to include establishment of inaugural bike ride or event.

- Formalise woodland path to create shared use path linking Knockothie Road to Town Centre adjacent to Golf Road.
- Shared use links from former academy site to development sites at Castle Meadows.
- Inaugural Cycle Event/challenge.
- Cycle Friendly employers award for two additional employers.

3.4 Year 4

Year 4 would aim to create link improvements from the west of Ellon making use of the F&B Way. Phase 1 of F&B way resurfacing from Station Road north.

- Phase 1 of F&B Way improvements; Station Road to Auchterellon Farm Overbridge.
- Cycle Friendly employers award for two additional employers.
- Development of proposals to create facilities for cyclists linking Craigs Road to the town centre.
- Town Centre access review to consider improvements in the town centre for pedestrians and cyclists.

3.5 Year 5

The 5th year of the plan would aim to finalise surfacing of the F&B Way within the urban extents of Ellon. Works would also commence on developing a shared use route along Craigs Road to complete the east-west network through Ellon.

- Development of wider cross-town access improvements, narrowed junction points, review of pedestrian crossing points.
- F&B Way continued upgrades.
- Progress strategic proposals for Ellon south cycle route along former A90 corridor.
- Cycle Friendly employers award for two additional employers.

3.6 Feasibility and Costings

The infrastructure proposals developed for the Masterplan have been subject to an appraisal to consider first the feasibility of delivery and secondly to gain an appreciation of the likely costs associated with each scheme.

The findings of the feasibility review have been collated into a standalone Feasibility Report which identifies the problems and issues associated with scheme delivery including land ownership, land availability and technical barriers such as utility provision.

The infrastructure options have been tested against the planning objectives identified during the community engagement exercise to ensure that the infrastructure proposed will deliver on community requirements.

3.7 Strategic Route Options

Linking Ellon to the wider communities of Newburgh, Foveran, Balmedie and eventually onto Aberdeen is an aspiration that the Council would seek to deliver. Proposals will be developed out with this Masterplan under a Strategic Cycle Routes approach for Aberdeenshire.

3.8 Cycling Potential

Building on the identified options, the Cycling Potential Tool has provided a greater understanding on how the proposed network could impact on cycling potential compared to the current network or 'do nothing' network. The analysis is based on four elements:

1. Areas of Interest – Identification of the study area – or 'Area of Interest'. In the case of Ellon, this has been sub-divided into six smaller areas to match the Integrated Travel Towns Masterplan document for Ellon.
2. Base Environment – This runs the CPT with no impact from the current network. This produces an output that is not biased by any network and simply shows the inherent state of cycling potential in the area.
3. Quality of Service – This runs the CPT with the current network in place. A 'Quality of Service' measure is in place to take into account the different types of network currently in situ. In other words, the CPT would show a difference between a dirt track and a segregated cycle way. In addition, the analysis and scoring of the network is from the point of view of a 'novice cyclist' who is perhaps not confident cycling on fast/busy roads. Importantly, this means that the network is assessed for a wider audience than just those who currently cycle.
4. Proposed Network – This runs the same Quality of Service tool as section 3 but includes proposed changes to the cycle network that are listed in the Integrated Travel Town masterplan.

Using the data from these four stages of development, the Cycling Potential Tool has been used to provide an estimate of the number of people who could potentially cycle to work or school within an area. This feature was used to examine the people who were nearby the proposed new route sections and estimate how many of those people in Ellon could feasibly cycle to work or school.

Proposed Scheme	Total number of people within 500m of scheme	Total number of people within 500m of scheme who could cycle to work or school
1. Riverside to F&B Way Path	5,115	1,987
2. Knockothie to Auchterellon Link	5,097	2,170
3. Golf Road	TBC	TBC
4. Town Ellon Central Links	1,179	383
5. Craigs Road Shared Use path	5,024	2,033
6. Riverside Road and South Road Shared use link	4,291	1,711
7. F&B Way Upgrade	5,295	2,211



The Hands Up Survey has been undertaken in all Aberdeenshire Schools since 2006. Encouragingly the 2016 survey results confirm that across the area there are now four times as many pupils opting to cycle or park and stride.

4 Monitoring and Evaluation

Monitoring and Evaluation are key elements of the ITT Masterplan and a degree of baselining has already been completed to help monitor the outcomes of the ITT proposals. An annual non-motorised user survey will be undertaken and data captured from permanent walk and cycle counters will help identify any long term trends in behaviour change.

4.1 Why Monitor?

The Masterplan is supported by a structured monitoring regime, to ensure that the measures delivered by Aberdeenshire Council are cost effective and have a positive impact. This work is also vital to support grant fund applications and subsequent project reporting.

An annual evaluation of the data received and projects delivered will also allow the Council to determine which interventions have had the greatest success or indeed those which have had little impact. This process will inform future decision making and will allow greater targeting of effective resource.

4.2 Methods of Data Collection

The ITT project aims to collate both quantitative and qualitative data. While it is important to determine the actual number of journeys made by particular modes, it is equally important to understand and appreciate the motivation behind these modal choices.

Quantitative Data

Quantitative walking and cycling data has already been collected prior to any new/improved infrastructure or promotion campaigns have been implemented. This will allow the Council to evaluate the impact of any interventions measured against a set of baseline data. Making use of the newly installed automatic pedestrian and cycle counters, the Council will be in a position to provide a consistent and accurate method of data collection.

Through the ITT project, bus patronage on key routes will be monitored including sales of the new Grasshopper bus ticket. The number of Electric Vehicle charges delivered at any new charge point will also be included in any data capture.

Data from the annual Hands Up Survey will be collated for all schools within the ITT catchment area which will identify trends in how pupils are opting to make the journey to school.

With a range of promotional materials to support the ITT project, demand for this information will be recorded in the form of information distributed, social media interactions and number of events held.

Qualitative Data

We will undertake community surveys at regular intervals to establish levels of awareness of sustainable and active travel modes and over time gauge if the barriers both perceived and real have been removed. Non motorised user surveys have already been undertaken to provide the baseline and these surveys will be repeated annually. We will review the number of any website visits and levels of demand for promotional materials to help identify which area of intervention is having the largest impact.

4.3 Output, Outcome and Indicators

The following table sets out the desired outputs and outcomes of the ITT project and provides a short list of some of the indicators that will be used to evaluate the ITT Masterplan.

Output	Indicators	Outcome	Indicators
Shared use walking and cycle routes	- Length of new foot/cycle path implemented.		
Cycle Parking	- Number of new cycle parking spaces - Number of covered Cycle Spaces	Increased number of trips made by bike/foot to key destinations.	- Percentage of work journeys by walking and cycling
Promotion of sustainable travel	- Activities and events: number of participants - Number of maps distributed. - Number of web site visits - Number of outlets stocking maps and transport information. - Number of information kiosks	Greater uptake of Electric Vehicles. Increase in bus patronage along key routes. Reduced car use for short trips. Increase in active school trips. Journeys being made by E-bike	- Pedestrian and cycle counts on key routes - Positive attitudes to sustainable and active travel. - Bus patronage. - EV Ownership in Aberdeenshire. - No of cycle friendly schools.
New School Travel Plans	- Number of new school travel plans	Increase in car sharing and decrease in single-occupant car journeys	- No of cycle friendly employers.
Electric Vehicle Parking Bays	- Number of charge points available.		- No of Liftshare users.
Support for local cyclists	- Support of local (Ythan) cycle club.		
Cycle to Work Scheme	Number of participants in Cycle to Work scheme	Increase in journeys to work being made by bike	No. of cycle parking spaces in use
Grasshopper Bus Ticket Scheme	Number of Grasshopper passes issued		

5 The Action Plan Proposals

5.1 Infrastructure Proposals

The action list has been developed based on the community engagement process and using Aberdeenshire Council's experience in Peterhead and elsewhere. The Council has also made reference to the experience of local authorities promoting sustainable and active travel around Scotland.

Schemes	Description	Objectives	Delivery	Cost estimate
1. Riverside Path, F&B Way to Town Centre Link	Town Centre to Meiklemill Bridge via F&B Way and installation of a pedestrian crossing facility where the F&B Way crosses Station Road.	Complete short section linking 'Boatie Tams' Bridge to Balmacassie shared use path. Complete the riverside network linking east and west areas of Ellon to the town centre	Year 1	£250k
2. Knockothie, F&B Way and Auchterellon Primary Link	Increase footway width to provide shared use path to link. New Access onto F&B Way.	Support improved access by bike and foot to Primary School and onto the F&B Way.	Year 2	£250k
3. Golf Road Town Centre Link.	Formalise existing footway to shared use path standard and incorporate new LED lighting.	Create improved access into the town centre from the north	Year 3	£180k
4. Remote Shared use links Ellon Central.	Remote, off road links between academy site to various development sites at Castle Meadows, Knockothie Hill.	Supports access from the north residential areas into Ellon town centre.	Year 3	£200k
5. Craigs Road Ellon West Link	Upgrade sections of existing footway on north and east verge of Craigs Road to provide shared use path 1050m Cycle parking in Parks.	Aims to create an improved access to the primary school and provide linkage onto the F&B Way.	Year 4	£150k
6. Riverside Road/ South Road Academy Link.	Widen existing footway into north verge of Riverside Road. Provide crossing onto south verge and widen footway on south verge 1150m.	Aims to support cycle trips to the academy.	Year 5	£200k
7. F&B Way upgrades	Surface the F&B Way between Riverside Road and Ness Circle. Improve access onto/off F&B Way at strategic locations. South of Station Road 950m. North of Station Road 750m.	The F&B Way will form a major part of the Ellon infrastructure. High value as recreational resource and utility link north/south.	Year 3, Year 4 and Year 5	£300k
8. Strategic Link South.	Capitalise on opportunities arising from de trunked A90 road making use of available road and verge space. Links to Aberdeen City proposals Bridge of Don to Blackdog.	Aims to promote longer distance commuter trips and provide a recreational/tourist resource.	Year 1 onwards.	TBC

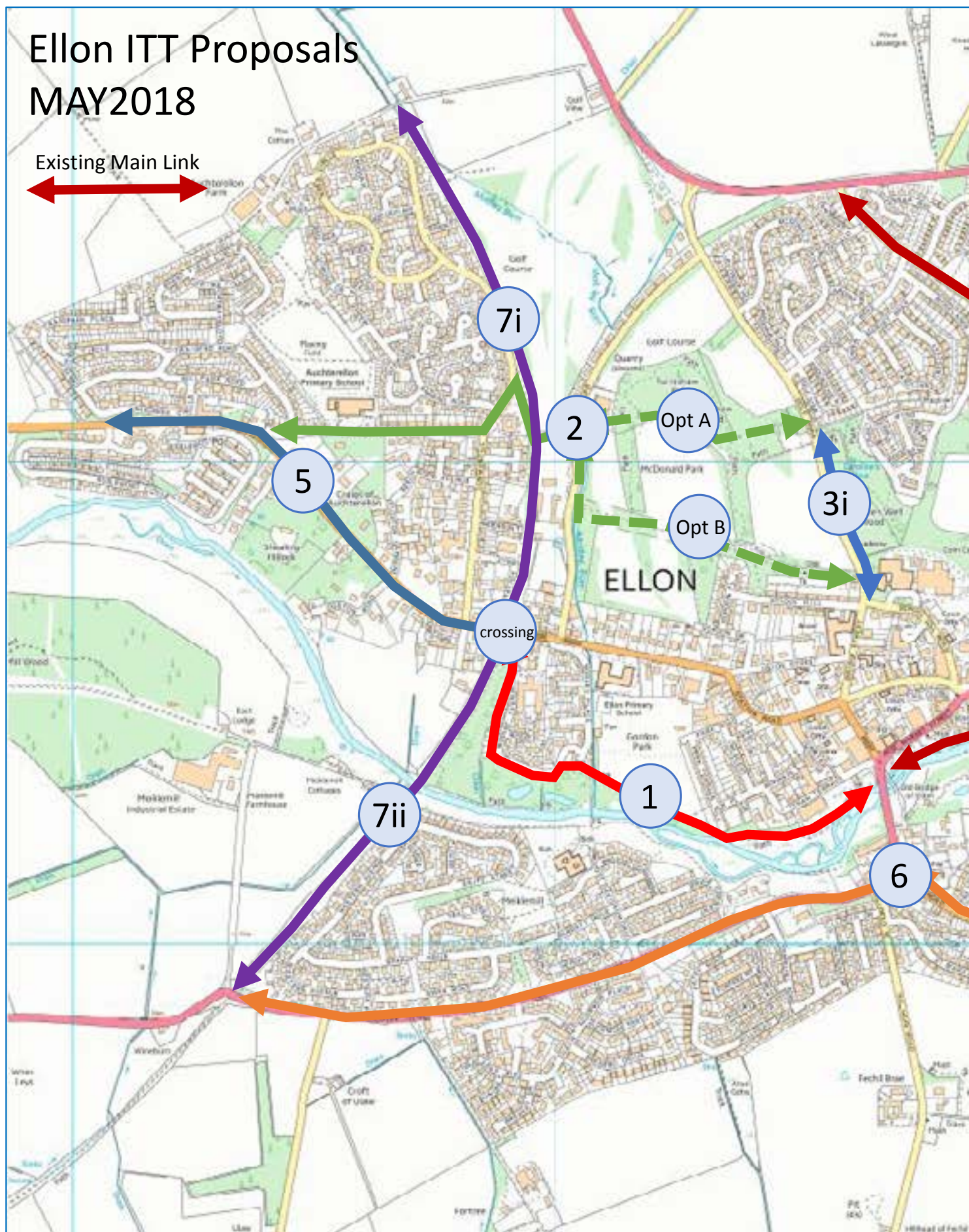
5.2 Soft Interventions

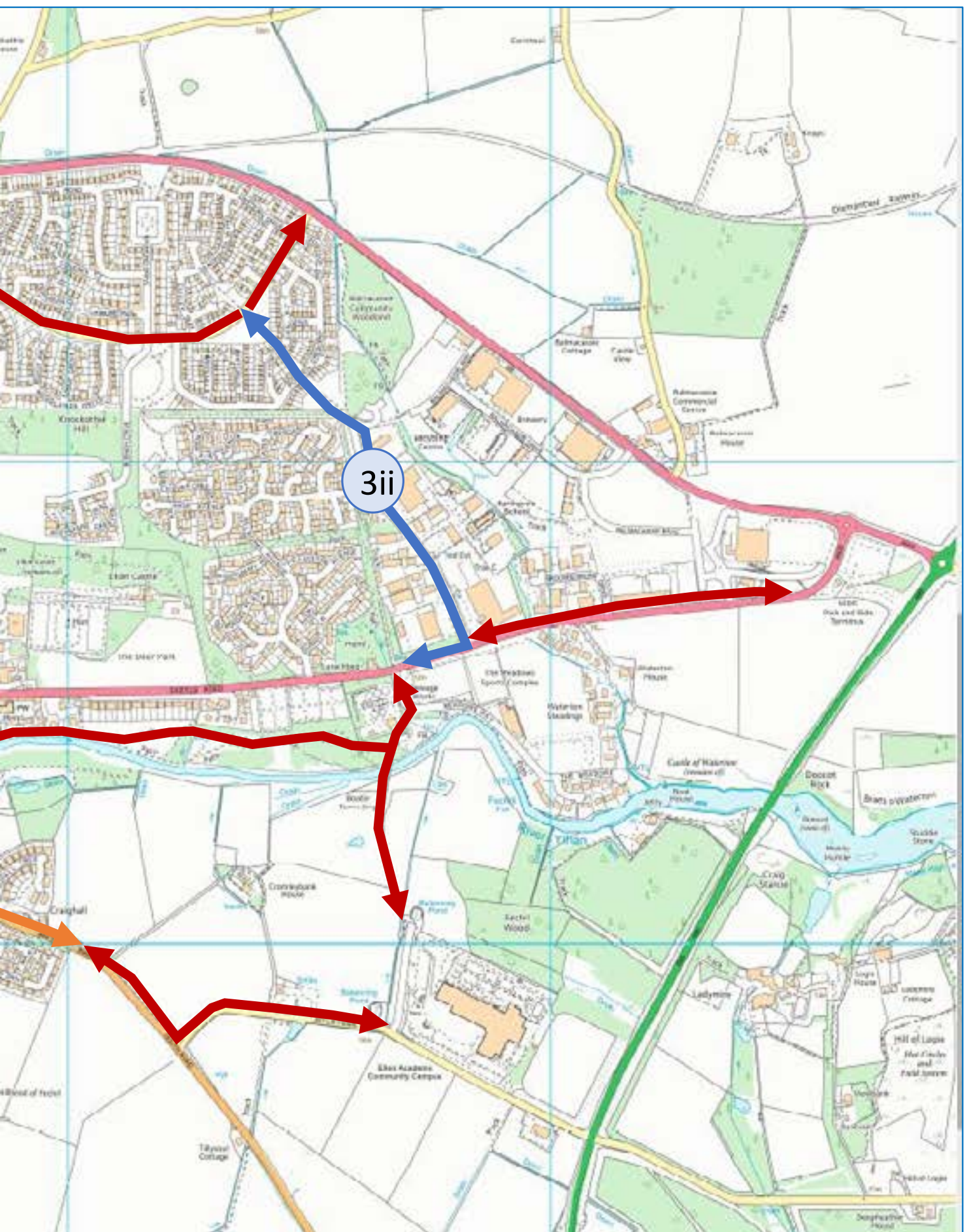
The actions for the softer interventions will support the infrastructure investment and will ensure that the local community is engaged via promotional and marketing activities. Lack of way marking and signage are common barriers to active travel – proposals to signpost and map key routes will help to address this. Awareness raising activities and events working with both business and school communities will help to promote active and sustainable travel.

Proposal	Description	Objectives	Delivery	Budget
Maps & Apps	Legible walking / cycling routes – To help people to travel more sustainably more often around town and in their local area the Council will build on the success of previous maps and produce a suite of sustainable travel maps covering the Ellon area, in both paper and digital format.	To improve awareness of proximity to service locations by mapping and identifying time bands to access these areas. Remove barrier to distance perceptions.	19/20	£2,500
Signage	Legible walking / cycling routes – co-ordinated town walking and cycling signage based on comprehensive wayfinding/signage strategies will support the development of walking/ cycling infrastructure.	To improve awareness of locations available to walkers and cyclists. Address barriers associated with distance perceptions	19/20	£10,000
Cycle Parking	Cycle Parking - Significant improvements are being made to the quality and availability of secure cycle parking. The programme looks to provide secure facilities at key locations across Ellon.	To provide safe secure highly visible areas for cycle parking to encourage greater cycle use.	Ongoing	£15,000
Business Travel Planning.	Business travel planning – engagement with employers (prioritising those with high ‘sustainable travel zone rankings’), including provision of workplace travel planning support and advice and delivering Personalised Travel Planning (PTP) / travel challenges to employees. This aims to establish business networking and a joined up approach to employee travel.	To work with businesses to identify areas where staff travel could be improved, business travel reduced and raise awareness of alternative fuel/vehicle options.	Ongoing.	Staff Resource
School Travel Planning	Schools / colleges – continued programme of activities, awareness raising and PTP aimed at young people and their parents.	To reduce school gate congestion and encourage more active school trips helping to improve local environment	Ongoing.	Staff Resource
Marketing and Promotion	Marketing and promotion – implementation of the GetAbout Marketing and communications Strategy, co-ordinated to support initiatives delivered through the wider programme and including direct marketing techniques, targeted campaigns and events, including a programme of led walks/cycle rides and bike and electric bike loans.	To raise awareness of public transport availability, walking and cycling opportunities and introduce new low emission vehicle technology.	Annual Events.	£5,000
Bike Workshop/ Repair Station	Active Travel and Cycle Hub - support for a community cycle hub. The cycle hub will be multi-functional, encompassing a combination of cycle repair and bike recycling, lockers and cycle storage, and a proposed bike share scheme.	To reinforce the community linkage and participation in active and sustainable travel.	19/20	To be determined



6 Proposals Map





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