

Aberdeenshire Council Integrated Travel Towns Project.

Community Engagement Document

Fraserburgh
May –July
2015

Car Clubs **Public Transport**
Walking Events
Sign **Cycle Parking**
Posting
Cycling Bus
Maps Shelters
Information **Car sharing**
Electric Vehicles



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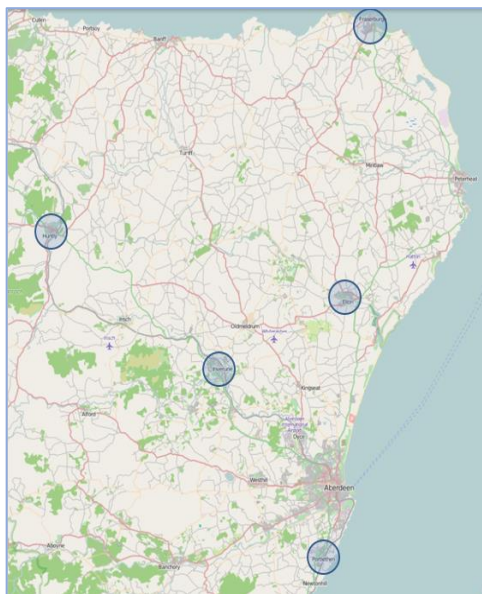
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Integrated Travel Towns: An Introduction

What are Integrated Travel Towns?

Aberdeenshire Council has successfully secured funding from Sustrans and Paths for All, with the aim to improve walking, cycling and access to public transport across five Aberdeenshire towns over the next 12 months.

A major part of the Sustrans funding is the implementation of the Integrated Travel Towns (ITTs) project, which focuses on Fraserburgh, Ellon, Inverurie, Portlethen and Huntly and follows the success of the Peterhead Cycling Demonstration Town project.



Why have community engagement?

Community engagement is vital for the ITT project to be a success, giving residents the opportunity to work with Council officers in delivering the improvements that they require. In relation to walking, cycling and access to Public Transport, the Council is particularly interested to hear:

- What problems and issues currently exist.
- What opportunities there are to improve routes and infrastructure.

Should you have any queries, Council officers can be contacted via:

E-mail:
transportation@aberdeenshire.gov.uk

Telephone: 01224 664 822

Website: www.aberdeenshire.gov.uk/integratedtraveltowns

CASE STUDY -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 promotional 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, 2014)



ITTs: SWOT Analysis

A site visit to Fraserburgh was undertaken in November 2014 to establish a comprehensive picture of the current situation of walking and cycling in the town. Following this, a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis was undertaken to highlight the key findings. These are presented below.

Strengths

- Two busy routes (Watermill Road and Strichen Road) have streets which run parallel to them, potentially providing quieter shared use routes set away from the main roads.
- A 'Home Zone' is in place around Westshore Gardens off Watermill Road. This has the potential to be replicated at other new developments in Fraserburgh.
- High quality shared use path (wide, even surfaces and well signposted) on Boothby Road.
- Cycle storage provision located at many locations in the town.

Weaknesses

- Limited cycle storage in the Town Centre.
- Severe constraints in the immediate Town Centre where roads and paths are narrow.
- On road parking is prevalent across many areas of the town, limiting the potential for on road cycle lanes.
- Lack of shared use paths or on road cycle lanes which penetrate the Town Centre.

Opportunities

- Formalise the desire path which runs to the west of Asda, linking the Sandhaven road (B9031) and Watermill Road.
- Implement a comprehensive network of safe walking and cycling routes to the college and schools.
- Implement a network of shared use paths to penetrate the Town Centre.
- Potential to formalise Alexandra Terrace-West Road-Argyll Road-Henderson Road-Buchan Road as an east to west link.

Threats

- Lack of open spaces, (particularly in the town centre) may make the widening of paths to shared use difficult.
- Land ownership (such as grass verges) may be an issue.
- Traffic levels on key arterial routes (A90, Watermill Road/College Bounds, Strichen Road) are a barrier to adequate on road cycle lane provision.
- Difficult to increase permeability from the southern end of Boothby Road into residential areas.

ITTs: Planning for Travel

Why it's important to plan for travel.

Many employers are located in Fraserburgh. The choices that commuters make when planning their journey to work has an impact on the local community.

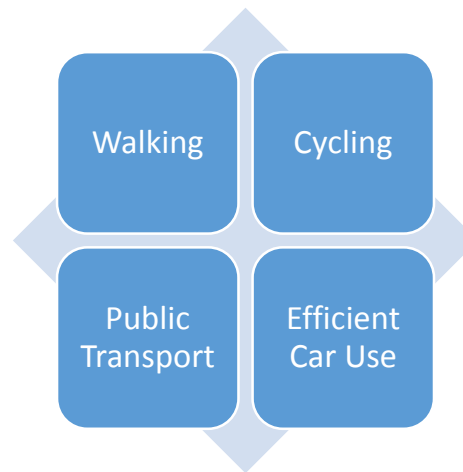
Working with local businesses, there is potential for Aberdeenshire Council to facilitate **Travel Plans** for individual businesses or for clusters of businesses, looking at options to increase the number of sustainable trips made to the area.

Benefits of Travel Plans

Providing Travel Plans for businesses can provide many potential benefits, including:

- Reduced transport costs
- Increased productivity
- Reduced need for parking facilities
- Reduced number of days taken as sick leave

Substituting one regular single occupancy car journey for a more sustainable option can have a significant impact on Carbon Emissions, Local Air Quality and individual health benefits.



Main employer locations



1- International Fish Canners Ltd.
2- Nor Seafood
3- Fraserburgh Harbour Commissioners
4- Youngs Seafood
5- Tesco Superstore
6- Gray and Adams

7- Fraserburgh Academy
8- North East College Scotland
9- Denholm Fish Selling
10- Asda
11- Watermill Coach Services

ITTs: Walking & Cycling

Walking & Cycling: Part of the Sustainable Mix.

Walking and cycling are both easily accessible, affordable and healthy forms of travel. Whether walking or cycling as part of a daily commute, once a week or substituting a short car journey for one by bike or foot, there are a number of health, environmental and often financial benefits to be realised.

The ITT project recognises the importance of walking and cycling and Aberdeenshire Council would like to work with your community to help make walking and cycling, easier, more accessible and more attractive.

Ways we can achieve this include:

- Improved Cycle Parking,
- Development of Walking Maps
- Development of Cycle Maps
- Events
- Infrastructure Improvements

Your ideas and comments on how we can help provide this would be welcomed.

Proposed Cycle Parking.

Our review of Fraserburgh suggests that new cycle parking would be beneficial at the following locations:

- **1. North School**- secure cycle parking is an important element in encouraging children to cycle to school.
- **2. Co-op store, Albert Street**- a key destination for local residents .
- **3. Town centre locations**- it would be beneficial to have cycle storage in the town centre.
- **4. South Harbour Road Retail Park**- cycle storage located here could be covered.
- **5. Tesco, South Harbour Road**- cycle storage located here could be covered.
- **6. South Park Primary School**- secure cycle parking is a crucial factor in encouraging children to cycle to school.
- **7. Shops at St. Modans Place**- a destination for local residents .
- **8. Westfield School**- secure cycle parking is an important element in encouraging children to cycle to school.
- **9. Shops on Buchan Road**- a key destination for local residents.
- **10. Fraserburgh Hospital**- a key destination for local residents and a major employer.
- **11. Lochpots Primary School**- secure cycle parking is an important element in encouraging children to cycle to school.
- **12. Asda, Watermill Road**- existing cycle storage could be located closer to the main entrance.





ITTs: Public Transport



Public Transport

Although Aberdeenshire Council do not have control over timetables operated by private Public Transport operators, we do have influence over the following areas:

- 1) Real Time Passenger Information systems
- 2) Cycle storage at/near to bus stops
- 3) Bus shelters
- 4) Links between bus stops and cycle/walking routes

In addition to this, Aberdeenshire Council supports Area Bus Forums, which act as the principal focus for consultation on Public Transport matters. These are held approximately once every six months in each of Aberdeenshire's six administrative areas.

The Forums allow members of the public to discuss and review Public Transport infrastructure, scrutinise existing and proposed service provision and act as a consultation platform on public transport policies and proposals, bringing together bus companies and service users.

ITTs: Efficient Car Use - Electric Vehicles

Our Commitment to Electric Vehicles

Aberdeenshire Council recognises that a number of people will continue to use a car for their daily commute or utility purposes either through choice or necessity. Electric Vehicles have a role to play by enabling these individuals to continue to use a car in a way that does not contribute to tail pipe air quality problems while supporting a move towards lower Carbon Emissions.

Electric Vehicle Charging Points

Aberdeenshire Council's Local Transport Strategy supports the adoption of alternative fuel types including electrically powered vehicles. We have been installing publicly accessible charging points across Aberdeenshire since 2010 using funding from the Government's 'Plugged In Places' initiative and have an evolving network of 50kw, 22kw and 7kw Charging posts.

Did you know...?

- There are now three types of EV's on the market; Pure EVs, Plug-in Hybrid EVs and Range-Extended EVs.
- In the UK, Sales of Pure EV's have increased by 58% since January 2014, with sales of Plug-in Hybrids increasing 1,035% in the same time period.
- There are typically three types of charger: Rapid (22-50kw), Fast (11-22kw) and trickle (7-11kw). A rapid charge post can deliver an 80% charge in less than 30 minutes.
- An average round trip commute is less than 60 miles; an Electric Vehicle will typically have a range of 80-100 miles on a single charge.



ITTs: Car Clubs – What they Are.

What is a Car Club?

A Car Club is a member based organisation that provides access to vehicles on a 'pay as you' go basis. Cars are usually parked in dedicated and marked parking spaces, strategically placed close to residential areas or places of work.

What are the benefits of Car Clubs?

There are numerous benefits of being a member of a Car Club. Car Clubs provide:

- A cost effective alternative to car ownership.
- Access to fuel efficient vehicles.
- No road tax, fuel, MOT or car servicing to pay; all that is required is membership and car hire.
- Reduction in personal impact on the environment.
- Potential to increase independence.



Case Study: Huntly and District Car Club

Huntly Development Trust has funding to run a community Car Club in the Huntly District, giving members all of the benefits previously listed. Further details of the Huntly and District Car Club are provided below.

- Members have access to three vehicles; two Diesel Engine Vehicles and one Electric Vehicle.
- Membership may include access to a fleet of E-bikes for shorter journeys.
- Car Club members pay a small membership fee (£25) and then only pay when they use a vehicle (13 pence per mile for the Hybrid vehicle). Full price details are shown below.

	Hybrid	Electric
Per hour	£4.50	£3.75
Overnight	£9.00	£7.50
Per day	£27.00	£22.50

ITTs: Infrastructure

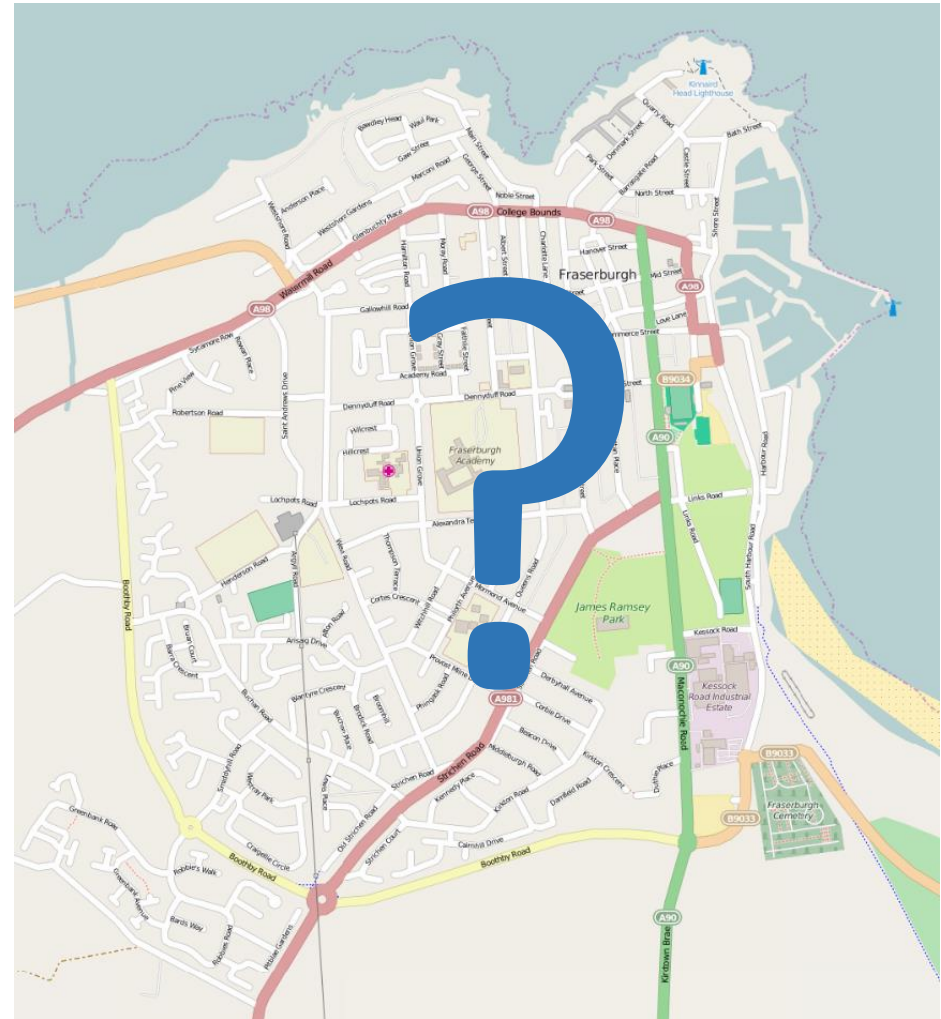
Where are the infrastructure gaps?

As part of the community engagement event, we asked the public to consider areas where improvements to existing infrastructure would help support more active and sustainable travel and greater integration with other travel options. For example:

- Where would additional bus shelters be of use?
- Where would you like to see cycle parking?
- Are there any routes which could be improved for cyclists?
- Would widening of existing footpaths to create shared use paths be useful?
- Would route signage for walking and cycling help?

Comments received at the community engagement events have been collated onto a map and have been provided in this document.

Using the contact details provided in this document, please contact us with any suggestions where you think new or improved paths, bus shelters or cycle parking should be considered.



ITTs: Monitoring and Evaluation

The Value of Monitoring and Evaluation.

It's important that any investment made to support the Integrated Travel Towns project is underpinned by a structured monitoring regime. This will ensure that Aberdeenshire Council delivers cost effective and tailored measures.

We will undertake community surveys at regular intervals, review the number of any website visits, distribution of promotional materials and measure the level of walking and cycling in the community.

Walking and cycling data is collected before new/improved infrastructure has been implemented so that the impact of any interventions can be monitored and measured against a baseline.

This data can be used to:

- Examine the performance of a route or development;
- Report back to funders;
- Generate public support for new/improved infrastructure;
- Provide justification and enhance the case for new/improved infrastructure; and
- Forecast usage for similar routes.

Pedestrian and cycle counters provide the most accurate method of data collection. 15 new counters are being installed across the five Integrated Travel Towns, four of which are proposed to be in Fraserburgh.

B9031 at junction with Watermill Road on shared use path

Henderson Road on path between Henderson Road and Argyll Road



Boothby Road, on shared use path

Cemetery Road at entrance to Formartine and Buchan Way

Integrated Travel Towns: The Next Steps

Aberdeenshire Council recognises the value of engaging with local communities to identify local barriers to sustainable and active travel and will be using your input to develop a set of proposals and masterplan which will set out how these will be funded and delivered over a short and medium time period.

Your participation in the engagement process is important and we would invite you to share your ideas with the Strategy Team.

The proposed timetable for delivering on our ITT commitment is set out below.

Please consider how you would like to see your town become more integrated and share your ideas using the Survey Monkey Link or please contact us. Details are provided below:

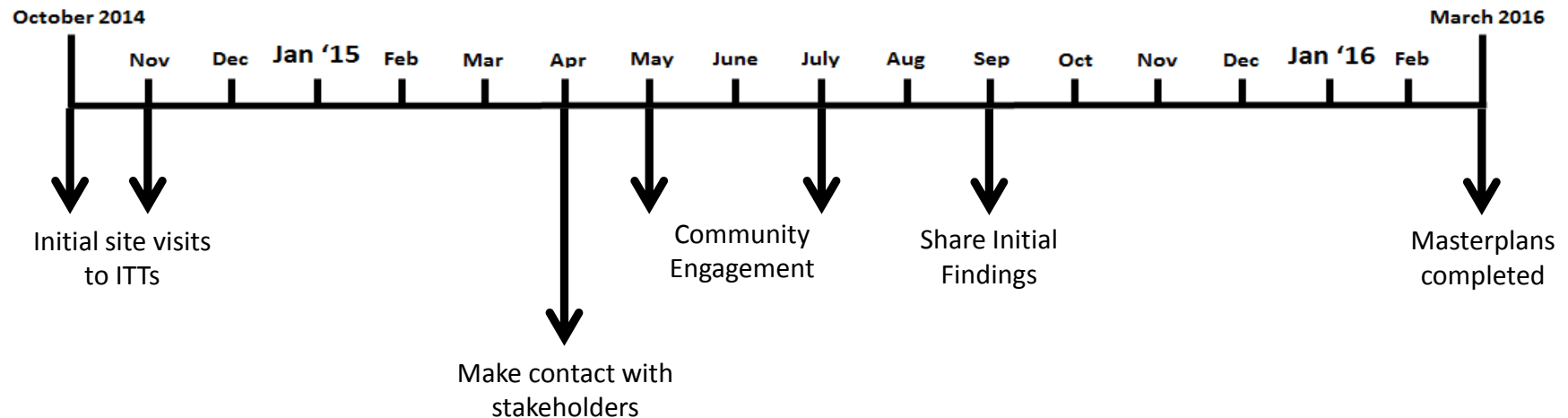
Survey Monkey:

www.surveymonkey.com/r/AberdeenshireCouncilITTConsultationEvents

E: Transportation@aberdeenshire.gov.uk

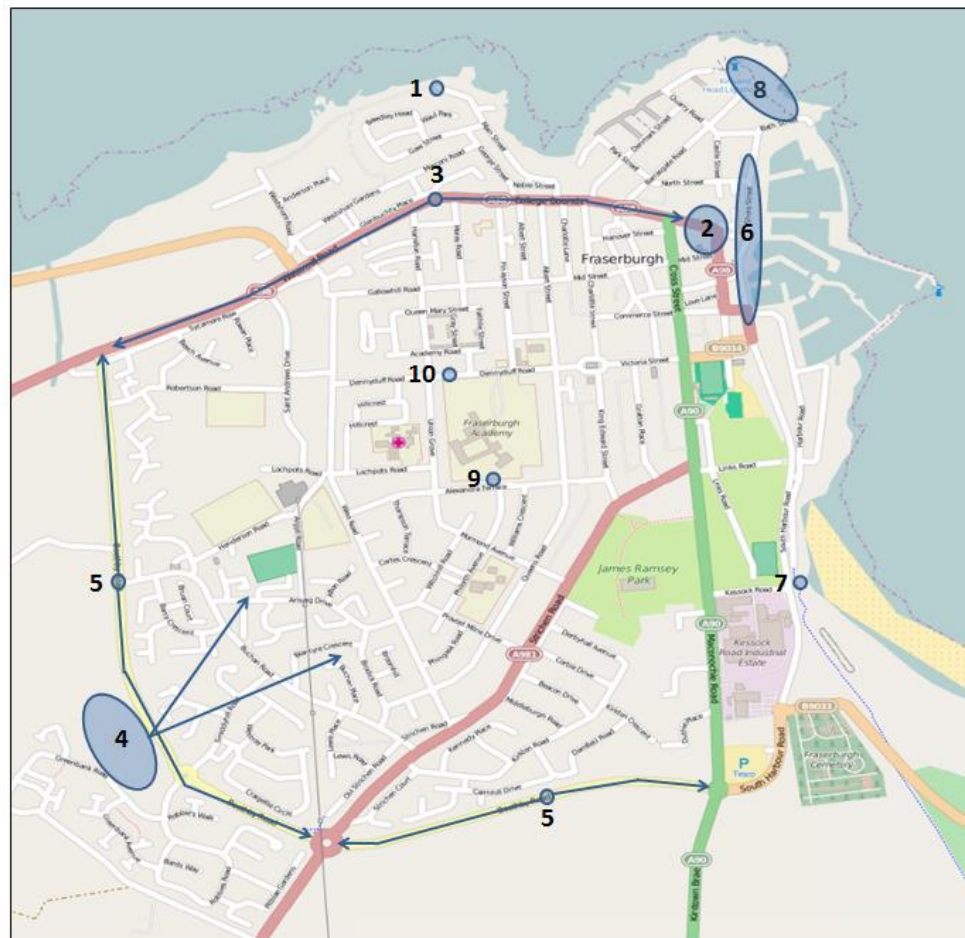
T: 01224 664 822

W: www.Aberdeenshire.gov.uk/integratedtraveltowns



ITTs: Public Consultation Comments, May 2015

1. Access to the coastal path from Main Street is via steps; this requires improving.
2. Could do with cycle parking in the Town Centre.
3. Could do with cycle lanes on Watermill Road / College Bounds / High Street.
4. Improve bus routes between Greenbank development and the town.
5. Requirement for more dog waste bins on Boothby Road.
6. Could do with wider pavements in the harbour area, improving access for prams and wheelchair users.
7. Bridge over Philorth for walkers close to Harbour Road/Beach.
8. Coastal path on Lackie Road between Wine Tower and Four Corners is closed. Steps at the end of the path are inaccessible.



9. The rear entrance of the school is a set of steps leading up to the school, then a path, then another set of steps leading down. It is used by members of the public and pupils. Cyclists are clearly using this path but use the grass slope as there is no specific access for them. A narrow car park next to this site (site of the former Leisure Centre) provides an opportunity to open up the gate and create a cycle path through.

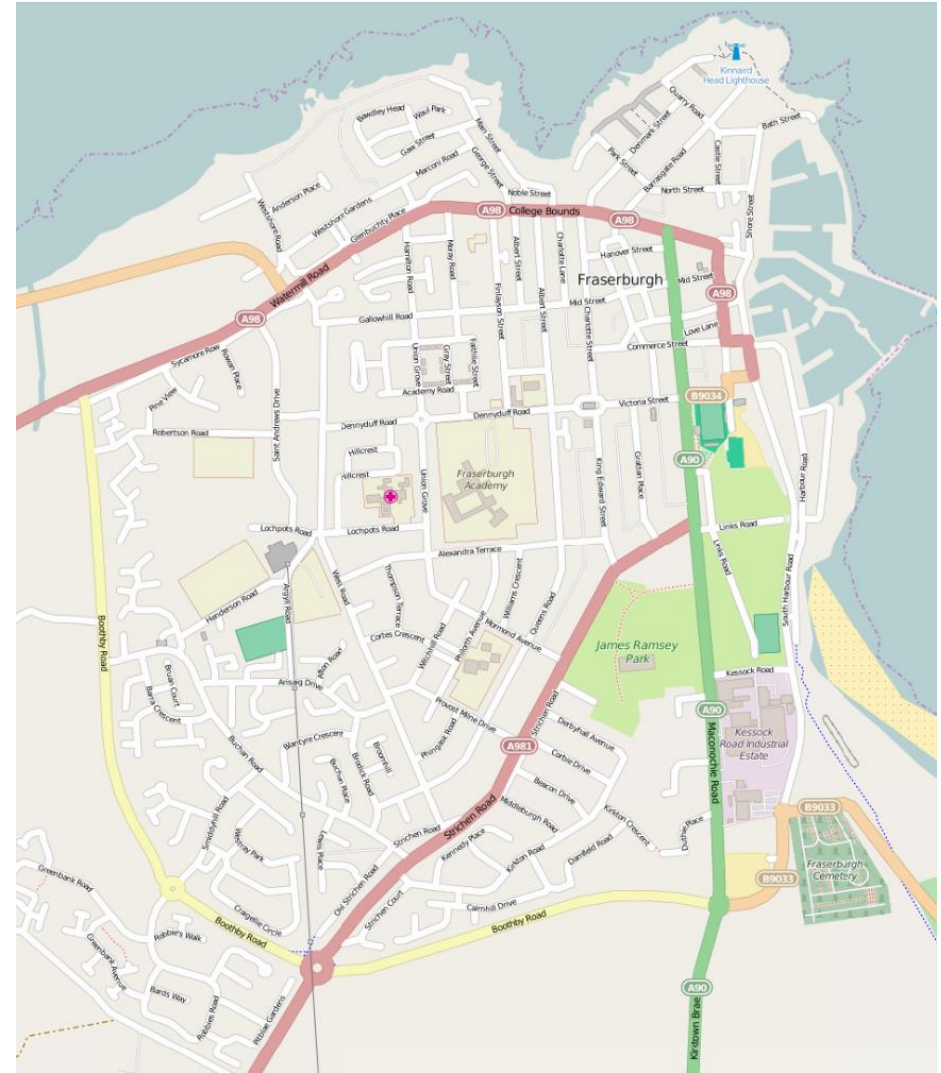
10. Potential to provide access for cyclists by the existing path.

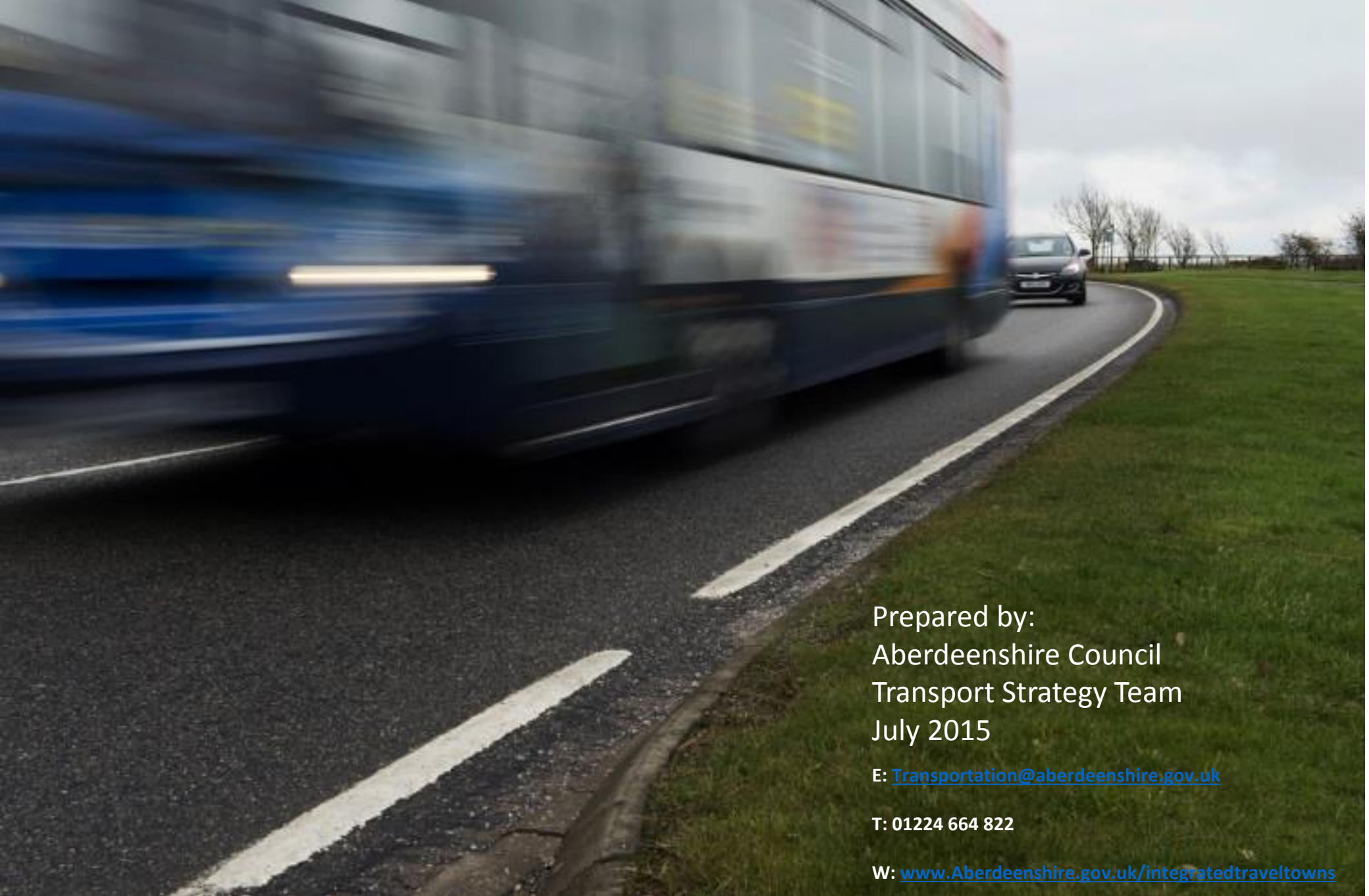
Fraserburgh wide comments

- A permeable network of cycle and walking routes between homes and work would be beneficial.
- Guided walks and cycle rides with information signboards would be beneficial.
- A bus route map for around Fraserburgh with easy to locate bus stops would be beneficial.

Map of Fraserburgh

Please use this map as a guide for where new infrastructure may provide the greatest number of benefits.





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July 2015

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