

Integrated Travel Towns Portlethen Masterplan



DRAFT FOR CONSULTATION
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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 Scotland.

Introduction

The Integrated Travel Towns 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 behavior. This is a model that has been successfully utilized in the Council’s Peterhead Cycle Demonstration Town Project.

Portlethen is one of five Integrated Travel Towns (ITTs) 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 compliment plans provided for Fraserburgh, Huntly, Inverurie and Ellon and is the direct result of the Council’s Smarter Travel Action Plan which aims to support the delivery of the Local Transport Strategy.

The ITT Project has been developed with support from Nestrans, Sustrans and Paths for All and maximizes opportunities for partnership working both from within the Council and externally working with interested parties, stakeholders and local communities.

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, 2014).

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

1. Context

Background

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

- Travel less;
- Travel more actively; and
- Travel more effectively.

The Integrated Travel Town project has a particular focus on supporting smarter and active travel and is one of the priority areas set out in the Council's Smarter Travel Action Plan. The ITT Project draws upon previous experiences drawn from the Cycle Demonstration Town Project using 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.

The Council's Local Transport Strategy aims to encourage individuals to consider how to reduce the number of journeys made in the first instance. Where travel is unavoidable, the emphasis is on supporting active travel for journeys less than 5km. For journeys above this consideration should be given to

other options such as car sharing or making use of public transport. Where single occupancy car use is unavoidable, individuals are asked to consider the efficiency of their vehicles.

Approach

The approach to developing this Masterplan is set out below and from this, 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

Research the issues, barriers and problems to Smarter Travel. Carry out site audits, engage with local communities, and share the findings.

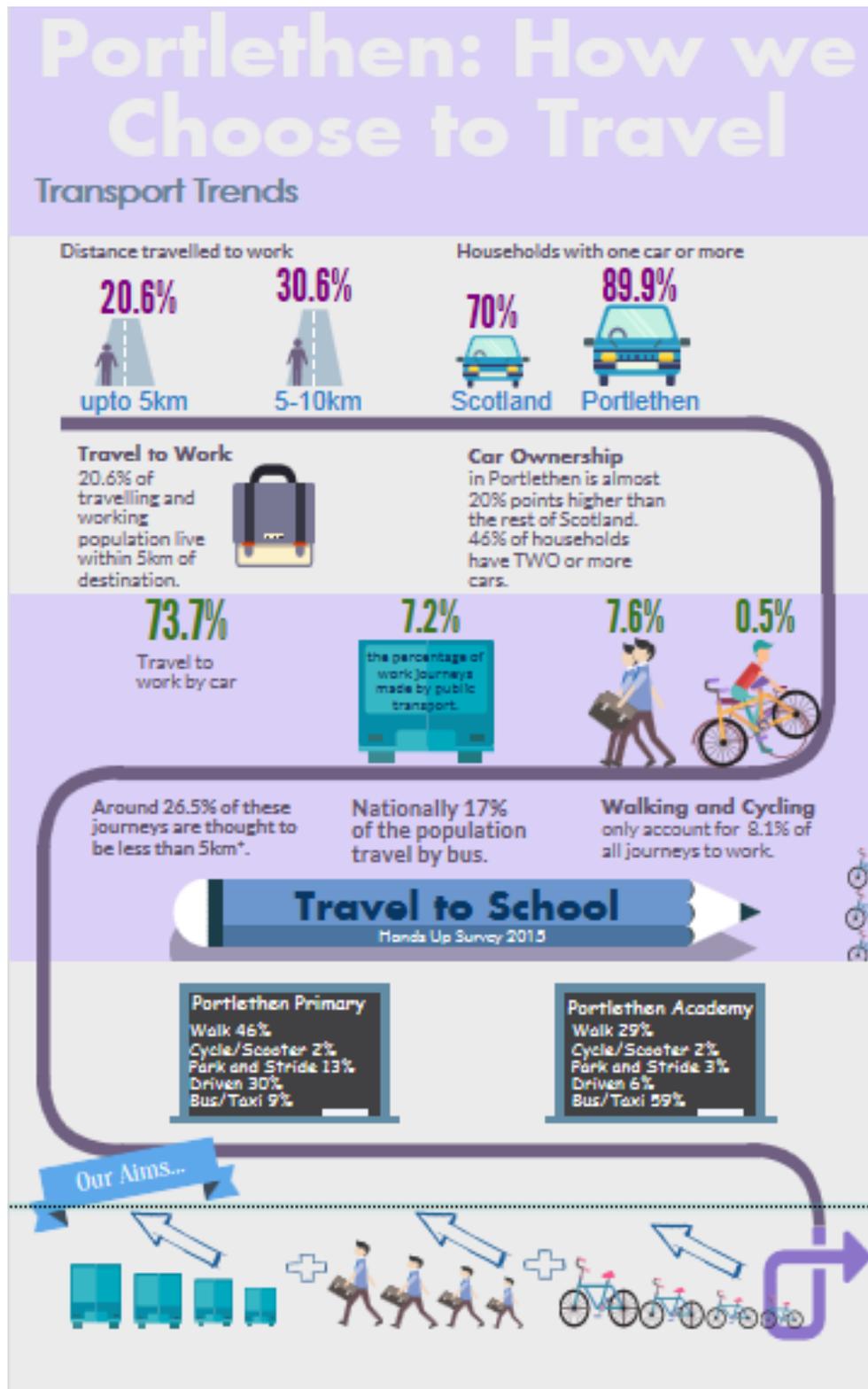
Developing

Make use of knowledge gained to develop Masterplans and proposals that will be appropriate for each location.

Promoting

Lack of knowledge or information is one of the biggest barriers to Smarter Travel. A sustained and joined up approach to marketing and promotion will be required.

Transport Trends and Travel Patterns



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, environment and issues of localised congestion.

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 Council's Single Outcome Agreement priorities and contributing positively to the Nation's health and environmental agenda.

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

Funding the Plan

Smarter Choices Smarter Places

The Scottish Government's Smarter Choices Smarter Places programme aims to encourage more people to change their behavior to reduce their car use in favor 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.

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.

2. Developing the Masterplan

Process

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

- Desktop Review
- Site Assessments and Audits
- Presentation of Findings and Community Engagement
- Review of Infrastructure
- Development of Infrastructure proposals

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

The Masterplan includes background information relating to sustainable and active travel in Portlethen, 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.

While funding is currently only confirmed for 2015-16, 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.

Desktop Review

The desktop review considered travel origins and destinations; mapping main residential

areas and areas of employment, local facilities and education centers. 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.

Site Audits

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 such the potential to widen existing footways, improve or provide new lighting. Based on desire lines and on site observations, locations where crossing facilities would be of benefit were also noted.

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.

Community Engagement

Community engagement is central to the development of the Masterplans. A range of consultation methods were used to afford local members of the community an opportunity to provide their input. The initial approach adopted was to present information using a series of display boards in public areas such as town halls or sports centers.

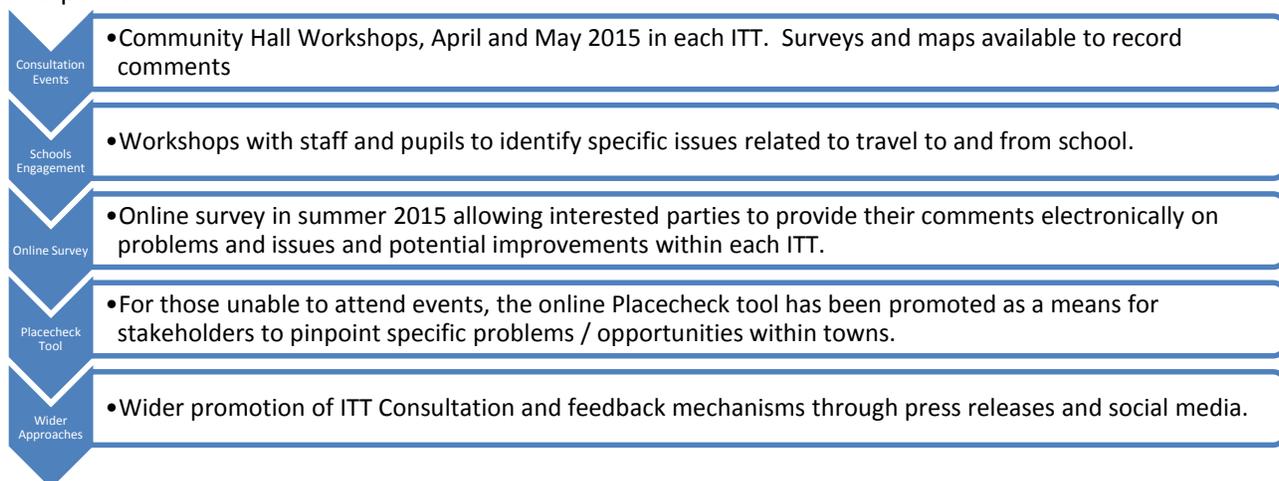
A consultation booklet was produced to accompany an online survey which was promoted to the local community, making use of Community Planning links and contacts, seeking comment on the findings and suggestions for improvements.

The recently developed Placecheck tool was piloted to provide further opportunity for residents to comment. Making use of a downloadable App, Placecheck allows users to note on an electronic map areas which are 'liked' areas 'for improvement' and general observations.

While the more traditional methods of consultation were of limited success, the electronic consultations including the survey and Placecheck attracted some additional responses.

A summary of the consultation approach adopted to deliver the ITT Masterplan is set out below.

The main issues identified were associated with improved access across and along Muirend Road. A desire to provide shared use facilities to the Station was noted alongside links between the station and Badentoy Industrial Estate.



Initial Findings

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

Strengths

- Good provision of paths, crossings and advantages for walking and cycling in the Hillside area.
- Widespread 20mph speed limits in residential areas.
- Cycle parking at some key locations.
- Traffic speeds and volumes low in many streets.
- Permeability of walking paths in residential areas.
- Ongoing programme to provide dropped kerbs.
- Short distances between residential areas and key destinations.

Weaknesses

- Muirend Road cycle lanes are ineffective.
- Cycle/pedestrian directional signage is very limited away from Hillside.
- Excessive Cyclist Dismount and End of Route signage at Hillside.
- Pedestrian and cycle access to supermarket/retail park is poor.
- Cycle lanes/paths are often discontinuous at junctions.
- National Cycle Network route is of poor standard.
- Links to Aberdeen bus services on A90.

Opportunities

- Many streets have significant space available for new infrastructure.
- Some existing paths could be wide enough to accommodate designated shared use.
- Walking (especially leisure, jogging, dog walking etc.) at Portlethen Moss.
- New Business Park and Park & Ride to the north of Portlethen benefit from good existing path links.

Threats

- Ongoing and new developments must design in sustainable transport access
- Traffic levels at Muirend Road/A90 acting as a barrier to cycling/walking.

3. Proposals

The aim of the proposals below would be to see the delivery of an orbital network to better support walking and cycle trips around the town.

An orbital would support access to key facilities such as the retail park, primary and secondary schools and the railway station. A series of links onto this orbital from Badentoy and Schollhill will complete the infrastructure.

Infrastructure proposals will be supported via a series of softer interventions such as mapping, way marking and events.

Year 1

Year 1 would aim to capitalise on elements of the existing infrastructure such as the cycle lanes on Bruntland Road which provide some linkage to the Academy. School links are the priority for this year.

- Phase 1 Cookstone Road Shared Use Path to Portlethen Academy; footway widening into east verge of Cookstone Road Barclayhill Place to Devenick Drive.
- Phase 2; footway widening east verge to Devenick Drive to Primary School.
- Phase 3; Traffic Calming Portlethen Primary to Bruntland Road.
- Consultation on signage strategy.

Year 2

Year 2 would aim to deliver the northern section of the orbital route to provide a shared use path running across the frontage of the retail park to the north of Portlethen. This would better support access to these facilities and provide an east-west link in the town.

- Phases 1 Muirend Road Shared Use Path; widen footway into south verge between Badentoy Roundabout and existing remote footpath at Muirend Road roundabout.
- Phase 2; Widen existing path into north verge of Muirend Road to provide a shared use facility.
- Improve crossings across Muirend Rd to accommodate walking and cycle trips.
- Cycle parking provided at various locations across the town.
- Two businesses signed up to become cycle friendly.
- Both primary schools work towards cycle friendly schools accreditation.

Year 3

Year 3 would see the start of the major infrastructure proposals to provide a shared use path linking Badentoy Park to the newly developed orbital network. This would facilitate off road cycling between the railway station and the business park.

- Phase 1 Muirend Road to Badentoy; Create link between on road lanes at Muirend Road to new shared use path and crossing of roundabout slip entry/exit point.

- Phase 2 provide 160m of new shared use path to link onto A90 over bridge
- and provide crossing at A90 exit slip road.

Year 4

Year 4 would complete the Badentoy link with the upgrade of the existing path on the north verge of Badentoy Road. Schools would be achieving Cycle Friendly Schools 'Gold Standard'. Businesses would be further engaged to encourage public transport usage and walking/cycling from the station.

- Phase 3 Muirend Road to Badentoy; widen existing footway and upgrade lighting to provide shared use path to link into Causey Mounth Path.
- Portlethen and Fishermoss Primary achieve Gold Standard Cycle Friendly Schools.
- Two additional businesses signed up to become Cycle Friendly Employers.

4. Priority Check List

This checklist is included in the plan to ensure that the priorities identified during the development of this Masterplan are met through the delivery of the actions listed in Appendix A.

Walking and cycling

1. Improved paths and routes for walking and for cycling
2. Signing to indicate the best routes from A to B
3. Route maps for walking and cycling
4. Extra cycle parking at key destinations
5. Marketing and events.
6. Raise awareness of E-bikes for short commutes and local delivery services.
7. Work with schools and businesses to promote walking and cycling

Public Transport

1. Bus shelters and stops
2. Information at bus stops including timetables and real time systems
3. Active travel routes connecting with bus stops
4. Cycle parking at/near to bus stops
5. Enabling consultation between communities and operators, including through Area Bus Forums.

Electric Vehicles & Car Sharing

1. Provision of Charging points
2. Signage to Charge Points
3. Raise public awareness of EV infrastructure and vehicles
4. Encourage local traders to use EV's for short local deliveries.
5. Promotion of Car sharing opportunities

5. Monitoring and Evaluation

The ITTs are supported by a structured monitoring regime, to 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, review the 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. Automatic pedestrian and cycle counters provide a consistent and accurate method of data collection. Fifteen new counters have recently been installed across the five ITTs, and there are now five counters in Portlethen.

OUTPUT	INDICATORS	OUTCOME	INDICATORS
New shared use routes	<ul style="list-style-type: none"> - Length of new foot/cycle path implemented 	Additional trips made by bike/foot Greater uptake of Electric Vehicles Increase in bus patronage Reduced car use for short trips	<ul style="list-style-type: none"> - Percentage journeys by walking and cycling - Pedestrian and cycle counts on key routes - Attitudes to sustainable and active travel - Bus patronage
Additional Cycle Parking	<ul style="list-style-type: none"> - Number of new cycle parking spaces - Number covered Cycle Spaces 		
Promotion of sustainable travel	<ul style="list-style-type: none"> - Actives and events: number of participants - Number maps distributed 		

Appendix A – Portlethen Action Plan

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.

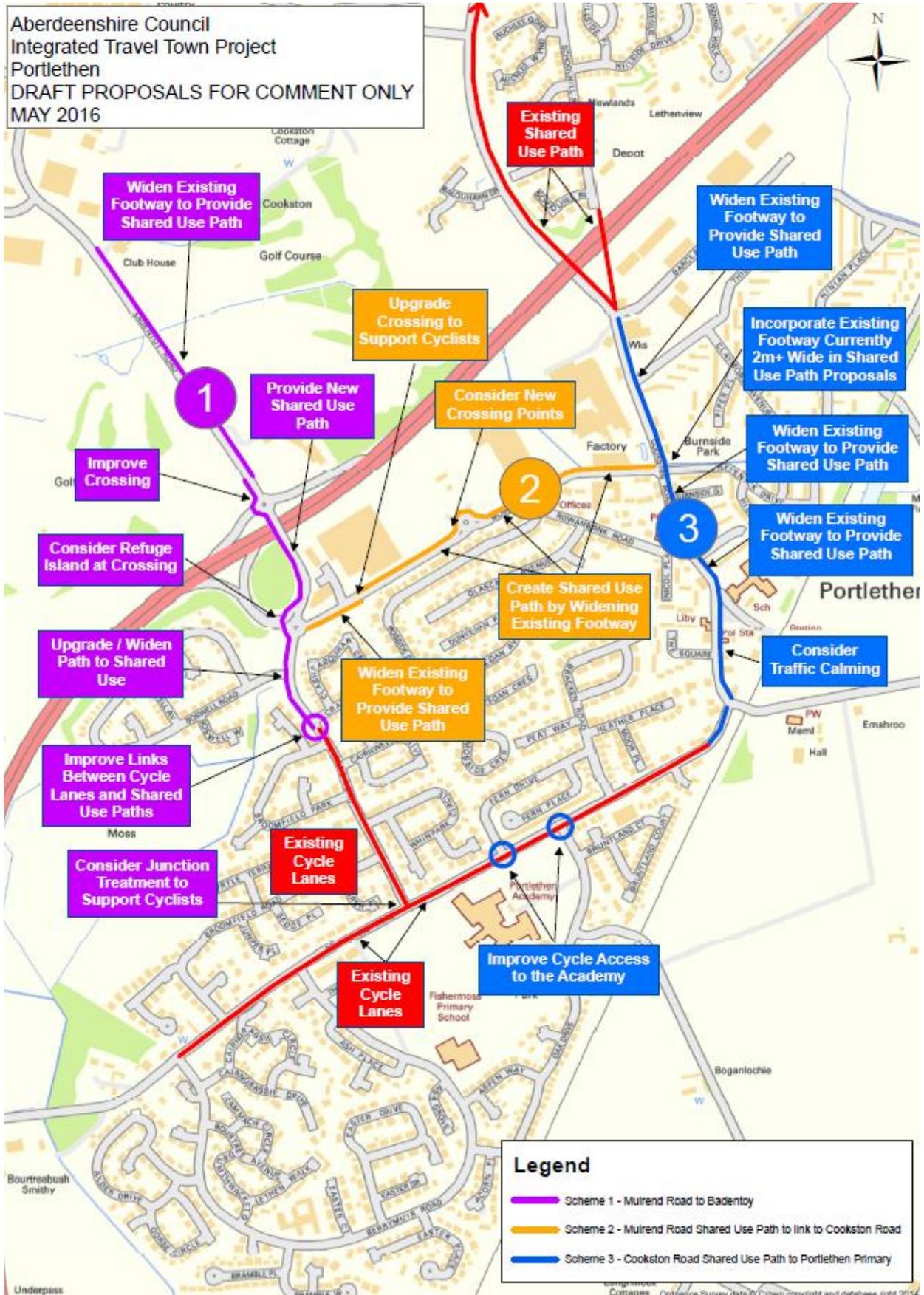
Infrastructure Proposals

SCHEMES	DESCRIPTION	DELIVERY	OUTPUT	OUTCOME	OBJECTIVES	COST ESTIMATE
1. Muirend Rd to Badentoy	PH1) Create link between on road lanes (Muirend Road) to new off road shared use path extending to Badentoy. New off road Shared use path from Broomfield Park junction to roundabout. New island refuges at roundabout. PH2) 160m section new shared use path linking to A90 over bridge. New refuge crossing at A90 offslip road north side of over bridge. PH3) Widen existing footway east side Badentoy Road, new LED lighting. 500m.					Ph1 £25k Ph2 £20k Ph3 £30k
2. Muirend Road Shared Use Path to link Cookstone Rd	Ph1 widen existing footway by 1m between Badentoy Road Roundabout and remote footpath, south verge Muirend Road 110m. Ph2 widen existing footway, north verge of Muirend Road by 1m, new refuge crossings at access to retail park 600m.					Ph1 £6k Ph2 £30k
3. Cookstone Road shared Use Path to Portlethen Primary	Ph1 widen footway east verge Cookstone Road by 1m between Barclayhill Place Devenick Drive. 250m. Ph2 Widen footway by 1m east verge Devenick Drive to Primary school. 120m Ph3 Traffic calming Portlethen Primary to Bruntland Road. 200m					Ph1 £15k Ph2 £6k Ph3 £10k

Soft Interventions

PROPOSAL	DESCRIPTION	DELIVERY	OUTPUT	OUTCOME	OBJECTIVES	COST ESTIMATE
Maps	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 Portlethen area.					
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.					
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 location across Portlethen.					
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. Aim to target tbc employees by 2020. This aims to establish business networking and a joined up approach to employee travel.					
School Travel Planning	Schools / colleges – continued programme of activities, awareness raising and PTP aimed at young people and their parents.					
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 a bike and electric bike loans.					
Bike Workshop/ Repair Station	Portlethen Cycle Hub - support for a community cycle hub at tbc, linked by the proposed tbc route. The cycle hub will be multi-functional, encompassing a combination of cycle repair and bike recycling, lockers and cycle storage, and the proposed bike share scheme.					

Aberdeenshire Council
 Integrated Travel Town Project
 Portlethen
 DRAFT PROPOSALS FOR COMMENT ONLY
 MAY 2016



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May 2016

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To comment on this Draft Masterplan, please [complete the survey](#) before 18 June 2016.