

WALKING AND CYCLING ACTION PLAN

2009

ABERDEEN
CITY AND
SHIRE

| *a brighter
outlook*

Moving
Aberdeenshire
Forward

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Foreword

Aberdeenshire Council are committed to encouraging more people in the region to walk and cycle more often. This Action Plan sets out how we are aiming to achieve this.

We strongly believe that walking and cycling can have many positive economic, environmental and social impacts for the region. For example, walking and cycling are great forms of exercise that can contribute to improved health and well-being. By encouraging a change in travel behaviour in favour of walking and cycling, levels of congestion can be reduced, journey times improved, and in turn environmental and economic benefits delivered.

The Action Plan has been prepared following extensive stakeholder consultation. First, in summer 2008, a Summary document and questionnaire was developed for consultation to which over 650 responses were received. Using the results from this initial consultation, a formal draft Action Plan was prepared for final public consultation.

We have taken on board all comments received and now have pleasure in setting out the final Action Plan that we will implement to deliver our vision for "an integrated transportation system for Aberdeenshire which contributes to the development of an inclusive and safe society, a sustainable economy and which reduces environmental damage caused by transport".

Finally, I would like to take this opportunity to thank all those who have contributed to the development of this Action Plan and look forward to working in partnership with you in striving to achieve greater levels of walking and cycling by all groups, for all purposes, across Aberdeenshire.



Councillor Peter Argyle
Chair, Infrastructure
Services Committee



Introduction

This Action Plan sets out the policies and actions that the Council will adopt in our efforts to achieve increased walking and cycling for all purposes.

1.1 Aberdeenshire's Walking and Cycling Action Plan

Aberdeenshire Council is committed to encouraging more people in the region to walk and cycle for all purposes. This Action Plan sets out the policies and actions that the Council will adopt in our efforts to achieve this.

The Walking and Cycling Action Plan is a daughter document to the Council's Local Transport Strategy (LTS). This Action Plan sets out a range of actions and policies that the Council will use to deliver increased levels of walking and cycling. In essence, it sets the framework for the implementation of measures that reflect the primary importance of sustainable travel in our daily lives.

Given the clear synergies between walking and cycling, it is considered prudent to develop a single Action Plan that simultaneously sets out the joint aspirations, aims and implementation plan for these sustainable modes. The development of a combined Walking and Cycling Action Plan will assist in achieving linked goals, while reducing the potential for conflict at the implementation stage and in promotional activities.

1.2 Development of the Walking and Cycling Action Plan

In summer 2008, consultation was undertaken on a Summary Walking and Cycling Strategy and Questionnaire. Rather than consult on specific policies and actions, the main purpose of this consultation was to better understand current walking and cycling activity throughout the region and opportunities that the Action Plan should consider. The results from this consultation have been used to develop a final draft Action Plan, which was the subject of further public and stakeholder consultation in spring 2009. These results have shaped the production of this final Walking and Cycling Action Plan.

“...a combined Walking and Cycling Action Plan will assist in achieving linked goals.”

Case Study Consultation Approach



Consultation on the initial Summary Strategy and Questionnaire was extensive and generated a high level of interest and response. Key elements of the consultation included:

- Distribution of the Summary Strategy and Questionnaire to over 420 contacts, including walking, cycling and other access groups, Community Councils, and stakeholders representing youth groups and the elderly, heritage, tourism and the environment;
- A dedicated Walking and Cycling Strategy webpage, from which the questionnaire could be completed electronically;
- Entry to a £200 cycle voucher prize draw for those completing a questionnaire;
- Distribution of posters promoting the consultation throughout the region including on various walking and cycling routes, such as the Deeside Way, and at cycle shops;

- Promotion of the consultation through a film posted on the Council's dedicated Travel Planning You Tube channel;
- Press releases; and
- Workshops with young people, such as primary five pupils at Hill of Banchory Primary School who, equipped with digital cameras, investigated walking and cycling routes within the town, taking photos of places where they thought improvements could be made.

Further details on the approach used to consult on the Summary Strategy and the full results from consultation, are available in a Consultation Report, available at www.aberdeenshire.gov.uk/walkingandcycling.

The second round of consultation on the final draft Action Plan included letters and mail shots to all previous respondents who wished to remain involved, and was publicised through web and press releases. This consultation phase attracted around 30 responses from a range of individuals and stakeholder groups. It is considered that the low level of response to the second stage of consultation offers a level of confidence that the public acknowledge that their initial comments were taken on board in the development of the Action Plan.

In addition to the consultation results, this Action Plan has been informed through a review of other relevant background information. Most notably this has included Cycling Scotland's National Assessment of Cycling Policy for Aberdeenshire Council*, and relevant results from recent consultations on the Local Transport Strategy, Core Paths Plan and Staff Travel Plan. Our Implementation Plan has also been informed by a best practice review of walking and cycling initiatives from across the UK.

1.3 The Wider Context

This Walking and Cycling Action Plan is a daughter document to the Council's Local Transport Strategy. Support for walking and cycling has been clearly stated by national, regional and local bodies within recently published transport strategies, most notably Scotland's National Transport Strategy, Nestrans' Regional Transport Strategy and Aberdeenshire Council's Local Transport Strategy. Figure 1.1 outlines the hierarchical position of the Walking and Cycling Action Plan within the wider national, regional and local transport policy framework.

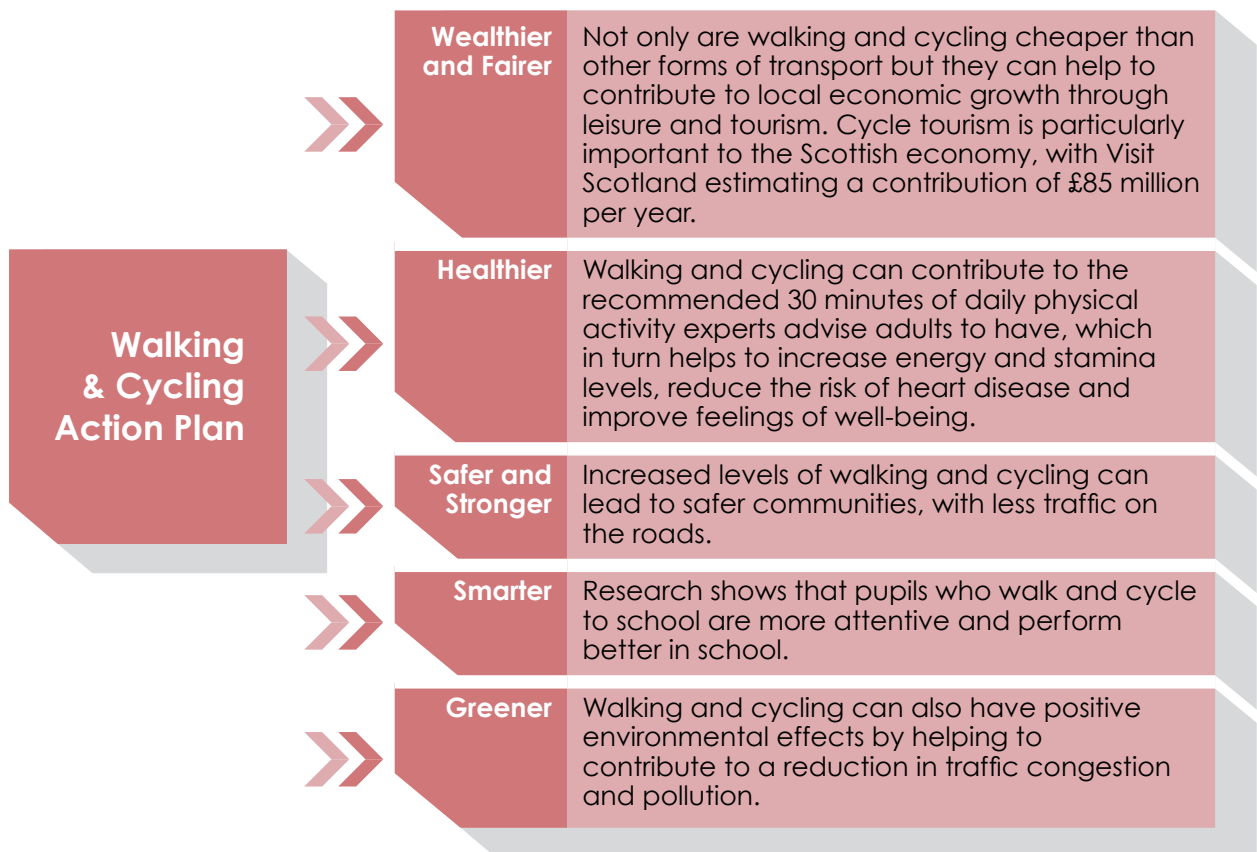
At the national level, Cycling Scotland – the Scottish Government agency with the key remit to promote cycling – is developing a Cycling Action Plan for Scotland, which it is anticipated will have clear synergies with this Plan. Going forward, the Council will use the implementation of this Action Plan as a means to support delivery of National Cycling Action Plan aspirations, and specifically its vision that "By 2020, 10% of all journeys taken in Scotland will be by bike".

Figure 1.1 – Links with Local, Regional and National Transport Strategy



Delivery of this Action Plan will also help to deliver the wider objectives included in the Council's Single Outcome Agreement (SOA), which in turn is linked to the Scottish Government's Strategic Objectives and National Outcomes. A description of how the Walking and Cycling Action Plan could help deliver the Government's five Strategic Objectives is provided in Figure 1.2 below.

Figure 1.2 – Links to the Scottish Government's Strategic Objectives





“...there is a heightened awareness of the local and global importance of travel behaviour change.”

1.4 Aberdeenshire Council 1998 Cycling Strategy

Aberdeenshire Council developed and published its own Cycling Strategy in 1998. Its headline objectives were to encourage more cycling through developing suitable networks, implementing facilities for safe storage, introducing cycle audits, and generally promoting cycling for transport and leisure use.

Through that strategy, various initiatives were taken forward, such as new cycle routes and cycle lockers at interchanges throughout the region. It is now considered that, ten years on, there is a heightened awareness of the local and global importance of embracing travel behaviour change and adopting more sustainable travel modes. The opportunity is ripe to enhance and expand our commitment to initiatives that seek to encourage greater levels of walking and cycling.

This Action Plan responds to the commitment in our most recent Local Transport Strategy that the Council “will revise the Cycling Strategy alongside the Walking Strategy” (the Council does not currently have a Walking Strategy) and will use the actions in this Plan to contribute to the overriding aim of the LTS, travel behaviour change.

1.5 Document Structure

Following this introduction, the Action Plan is structured as follows:

- **Chapter 2** outlines current levels of walking and cycling in Aberdeenshire as well as trends at the national level.
- **Chapter 3** presents the vision and objectives that have been developed for this Walking and Cycling Action Plan.
- **Chapter 4** concentrates on the key actions and policies that the Council will promote to encourage greater levels of walking throughout the region.
- **Chapter 5** outlines the actions and policies that will be promoted to increase the attractiveness of cycling amongst Aberdeenshire residents.
- **Chapter 6** collates each of the actions set out in chapters 4 and 5 into an Implementation Plan.
- **Chapter 7** concludes by setting out the Council's approach to performance monitoring and review.



The Current Situation: Walking and Cycling in Aberdeenshire

Current trends suggest there is considerable scope for increasing levels of active travel and for realising the many benefits on offer for individuals and society.

2.1 Walking and Cycling in Aberdeenshire

This section considers current trends relating to walking and cycling levels in Aberdeenshire.

2.2 Walking and Cycling Trends

2.2.1 Frequency of Walking and Cycling

Levels of walking and cycling can be measured by the number of times people typically travel using these modes in a given period. The Scottish Household Survey (SHS) provides data on the frequency of walking and cycling undertaken in the previous seven days, as shown in Table 2.1.

Table 2.1 – Frequency of Walking and Cycling

Frequency of Walking and Cycling in the previous seven days				
	As a means of transport		Just for pleasure or to keep fit	
No. of Days	Walking	Cycling	Walking	Cycling
None (Aberdeenshire)	65%	97%	49%	94%
None (All Scotland)	47%	97%	54%	96%
1+ Days (Aberdeenshire)	35%	3%	51%	6%
1+ Days (All Scotland)	53%	3%	46%	4%

Source: Scottish Household Survey 2005-06



“...levels of walking and cycling for pleasure are higher in Aberdeenshire compared with the national average.”

As Table 2.1 indicates, there is a relatively low frequency of daily walking and cycling both as a means of transport, and for recreational purposes at the national level. These results also suggest that walking as a means of transport is considerably lower in Aberdeenshire than in Scotland as a whole. However, levels of walking and cycling for pleasure or to keep fit are higher in Aberdeenshire compared with the national average.

Results from the initial consultation for this Walking and Cycling Action Plan suggest a higher frequency of walking and cycling levels relative to the figures presented in Table 2.1. For example, nearly 43% of those who walked for any purpose did so every day and less than 1% stated that they never walked more than a quarter of a mile for any purpose. Approximately a quarter of cyclists cycled between 4 and 6 days a week, with a fifth cycling up to 3 days a week.

These statistics therefore tend to suggest that there is a bias in the questionnaire results, with respondents tending to be those who are already actively involved in walking and cycling.

2.2.2 Modal Split

Recent trends in walking and cycling levels relative to other transport modes are available in Scottish Household Surveys undertaken by the Scottish Government. The modal split of travel modes to work from recent surveys is presented in Table 2.2 below.

Table 2.2 – Travel to Work Mode Split in Aberdeenshire

Travel Mode (to work)	SHS 2003 /04 (%)	SHS 2005 /06 (%)
Walking	12	12
Cycling	2	2
Bus	6	5
Car-Driver	67	70
Car-Passenger	8	9
Rail	1	1
Other	4	1
Total	100	100

Source: Scottish Household Surveys

Case Study Hands Up Survey



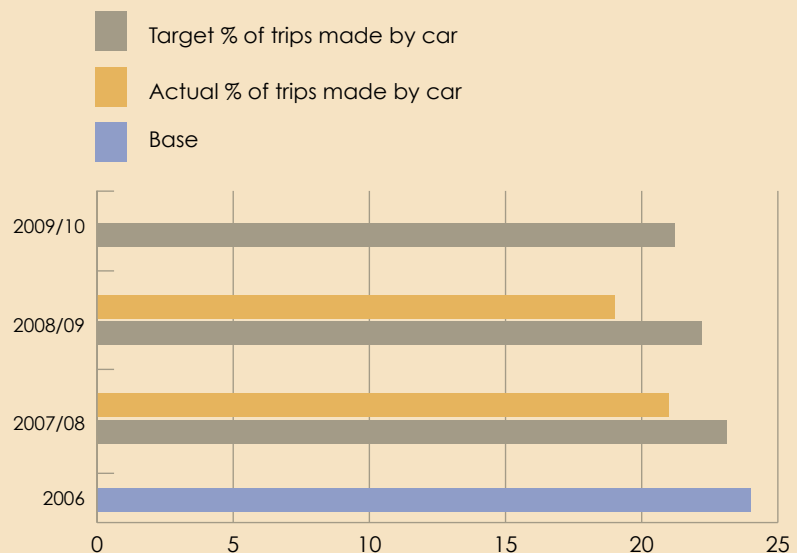
Every year, 'Hands Up' surveys are undertaken to see how children in Aberdeenshire travel to and from school.

As Table 2.2 indicates, there was no change in the modal split of walking and cycling between the 2003/04 and 2005/06 Scottish Household Surveys, with levels remaining constant at 12% and 2% respectively. However, there was an increase in the "Car-Driver" mode between these two surveys.

One area where considerable progress has been made in terms of increasing the modal share of walking and cycling has been in journeys to school. Through the School Travel Planning process, the Council actively promotes walking and cycling to school, and in turn a reduction of school trips made by car. This is illustrated by the fact that levels of walking to school have been stable over the last three years (at around 41-43%), levels of cycling have slightly increased (from 2.3% to 3.7%) and the number of pupils carried to school by car has decreased from 24.2% to 19.3% over the same period.

The level of reduction of school trips made by car has exceeded the Local Transport Strategy targets set to 2010. In 2006, 24.2% of school trips were made by car. During 2007/2008, this figure dropped to 21.1%, then to 19.3% during 2008/2009. Progress against the target for a 2.5% reduction by 2010 is shown in Figure 2.1 below.

Figure 2.1 – Number of School Trips made by Car



Source: LTS Monitoring

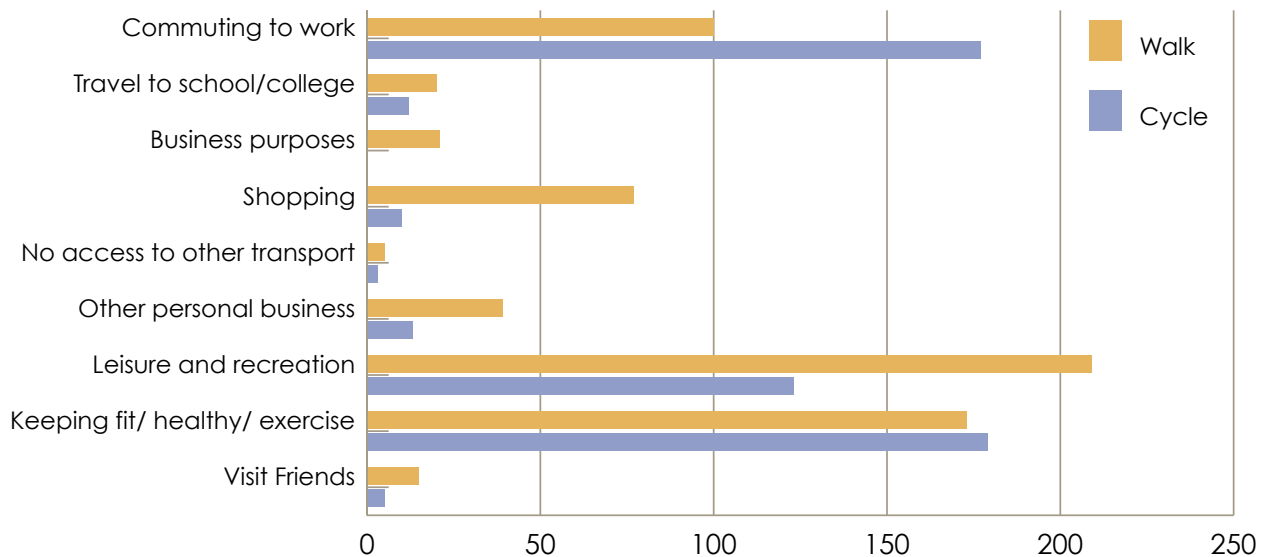
The figure above demonstrates the significant progress the Council has made in promoting sustainable, active travel modes for journeys to school through the School Travel Planning process.



2.3 Reasons for Walking and Cycling

The main reasons for walking and cycling in Aberdeenshire were identified in the initial consultation questionnaire, and are presented in Figure 2.2 below.

Figure 2.2 – Reasons for Walking and Cycling



As Figure 2.2 illustrates, leisure and recreation and keeping fit/exercise were the most common reasons stated for walking. Commuting to work, leisure and recreation and keeping fit/exercise were the main reasons for cycling.

2.4 Going Forward

This Action Plan aims to increase the frequency of walking and cycling and the modal split of these sustainable forms of transport in Aberdeenshire. Central to evaluating our success in achieving this will be to consistently monitor levels of walking and cycling across the region using a range of national sources, such as Scottish Household Surveys, and local sources, including Citizen's Panel and Residents Questionnaires, as well as Staff Travel Plan Surveys.

Further details on our proposals for monitoring levels of walking and cycling are set out in Chapter 7.



Vision and Objectives

Aberdeenshire Council is committed to the delivery of the Action Plan's vision and objectives. Delivery of the vision will be dependent on increasing opportunities for walking and cycling for all.

3.1 Vision

The Walking and Cycling Action Plan contributes to the Aberdeenshire Local Transport Strategy vision to "develop an integrated transportation system for Aberdeenshire which contributes to the development of an inclusive and safe society, a sustainable economy and which reduces environmental damage caused by transport".

Central to delivering this vision will be to increase levels of walking and cycling throughout the region.

3.2 Objectives

The following objectives have been developed to guide the delivery of the Walking and Cycling Action Plan and in turn support the delivery of the overriding LTS vision. They are not listed in order of priority.

- **Objective 1:** To work with school children, staff and parents to encourage more walking and cycling to and from school;
- **Objective 2:** To improve the safety of walking and cycling in Aberdeenshire, and contribute to national road safety targets;
- **Objective 3:** To promote walking and cycling as alternative transport modes, particularly for short trips; and
- **Objective 4:** To encourage and facilitate walking and cycling as leisure and tourist activities to provide benefits to health and the local economy.

3.3 Measuring our Performance

Central to delivering an effective Walking and Cycling Action Plan is establishing an effective monitoring regime from the outset. In developing our monitoring regime, consideration has been given to the development of a set of easily measurable performance indicators that are directly linked to the Plan's objectives. Further information on our performance indicators is presented in Chapter 7.



“...it requires commitment from the top with real buy-in and corporate leadership shown from Council leaders and employees alike.”

Case Study Leading by Example



We recognise that for this Action Plan to achieve its objectives, it requires commitment from the top, with real buy-in and corporate leadership shown from Council leaders and employees alike.

The Council's commitment to leading by example was recognised in Cycling Scotland's 2008 National Assessment of Cycling Policy which revealed that the Council scored 77% under the Leadership & Commitment category, which is considerably above the 52% average for all local authorities in Scotland. The installation of new bike racks and shelters across Council buildings, new showering facilities at

the Council's Woodhill House Headquarters, as well as promotion of walking and cycling to other companies in Aberdeenshire are all believed to be key factors that have contributed to this rating level.

However, the Council is committed to furthering the promotion of sustainable travel modes to its staff. Central to this will be establishing the Cycle to Work salary sacrifice scheme for bikes and promoting this to all Council employees, as well as improving facilities for pedestrians and cyclists travelling to other Council-owned buildings across the region.



Walking

Walking is the ideal way of travelling short distances. It is a simple method of achieving the recommended level of activity with all the accompanying benefits.

4.1 Introduction

Walking is a sustainable, healthy, low-cost and inclusive transport mode, and sits at the top of the Government's transport hierarchy. As such, it is vital that all groups in society are encouraged to increase the proportion of trips they make on foot, for all purposes.

After expanding on some of the key benefits of walking, this section outlines the existing work undertaken and promoted by the Council to encourage more people to walk more often. However, it is recognised that levels of walking are still very low relative to other transport modes and, informed by the results of local consultation, consideration is given to the key issues and challenges that must be tackled if higher levels of pedestrian activity are to be achieved across the region.

This section concludes by outlining the actions and policies that will be implemented in order to overcome existing barriers, and in turn increase local levels of walking.

4.2 Why Promote Walking?

Walking can provide numerous benefits. It can make an important contribution to quality of life, providing an accessible, clean and enjoyable way to travel short distances and enjoy the local environment – alone or with friends. Walking is also an extremely healthy form of transport with research suggesting that people who are physically active reduce their risk of developing major health problems, including chronic diseases (such as coronary heart disease, stroke and type 2 diabetes). Regular exercise also has benefits for mental health and a sense of well-being.

During consultation on the Summary Walking and Cycling Strategy, respondents were asked to state what they believed to be the main benefits of walking. The three most commonly cited benefits were “good exercise”, “improved health” and that it is “cheaper than other transport”. However, a number of other comments were made including that

walking can provide the opportunity to enjoy the natural environment, beautiful scenery and wildlife offered in the North East. It was also noted that walking is a fun, sociable mode of transport and contributes to improved mental health and well-being.

4.3 Existing Initiatives

Current initiatives include the development of local footpath* networks in and around existing settlements, the provision of attractive pedestrian links in new developments and the implementation of pedestrian crossings and traffic calming measures. The Council also encourages walking through participation in ‘Walk Week’ and through the promotion of walking initiatives in school and workplace travel plans.

*Throughout this Action Plan, the phrase footpath and footway are used interchangeably, although they are different. These phrases encompass all of the definitions referred to in section 151(2) of the Roads (Scotland) Act 1984.

Case Study

Getabout



The 2009 Aberdeenshire Council Staff Travel Survey revealed that there are a number of staff who live close to work but travel by car. The results showed that 30.8% of staff lived 5 miles and under from their place of work, with 10.8% living under a mile. However only 11.9% of people said they walked to work, and 2% cycled. This indicates the high potential for encouraging an increase in walking and cycling levels amongst Aberdeenshire Council staff.

In an effort to encourage modal shift amongst our own employees, the Council regularly promotes campaigns designed to raise awareness about the importance of adopting sustainable travel modes for journeys to work.

In 2009, Aberdeenshire Council – along with partners at Nestrans, Aberdeen City Council, NHS Grampian, Aberdeen and Robert Gordon Universities, Aberdeen College, the Energy Saving Trust and Dyce Transport Management Organisation – helped

launch a new active travel brand for the North East called Getabout.

The aim of Getabout is to promote the uptake of active and sustainable ways to get about Aberdeen City and Aberdeenshire, through the development of a region wide recognised brand that provides integrated sustainable travel information.

The campaign was launched in April 2009 with a week-long series of sustainable travel initiatives and events, including:

- Walk to Work Day;
- Cycle to Work Day;
- Car Share Day;
- Get Cycling Road Shows;
- A 4 Ways in 5 Days challenge; and
- A Bus Look-a-Like Day, with celebrity look-a-likes helping to promote the campaign.

As part of the programme of events, the Council launched a Pedometer Challenge which 300 employees took part in by pledging to walk as much as they could during the week, whilst recording their steps on a pedometer that was supplied to them. At the end of the week all employees were asked to submit their total and a winner was chosen. This activity demonstrates a fun and very informal way of promoting walking within the Council.

4.4 Key Issues / Challenges

Despite the clear benefits of walking, the initial Walking and Cycling Strategy consultation identified various perceived barriers that prevent people from walking in Aberdeenshire. These included:

- Lack of footpaths;
- Poor footpath maintenance;
- Concerns over safety (both in terms of road safety and fear of crime whilst walking);
- Pollution;
- Lack of information and signage on walking routes;
- Lack of facilities for pedestrians, including resting places and public toilets;
- Travel distances;
- Driver attitude to pedestrians; and
- The weather.

While clearly the Council can do little to influence the North East climate, there are various initiatives and actions that can be introduced to overcome some of the other barriers. The provision of further infrastructure and information is one such area where the Council can directly exert its influence to provide the conditions and facilities that can encourage people to travel out and about on foot. Other barriers such as "long-travel distances", which go hand in hand with living in a large rural area like Aberdeenshire, can also be overcome through the provision of accessible public transport links. Further details on the policies and actions that have been developed to overcome the above barriers to walking in Aberdeenshire are set out in the following section.

4.5 Policies and Actions Going Forward

4.5.1 Introduction

In response to the issues identified in the previous section, various policies and actions have been developed which the Council will seek to implement to increase the modal share of walking throughout Aberdeenshire.

4.5.2 Infrastructure

In terms of infrastructure, the development of the Council's first Core Paths Plan will provide the strategy upon which new paths will be developed and existing paths upgraded in Aberdeenshire. The Council will continue to develop local footpath networks within existing developments and will seek to ensure that new developments are built around the needs of pedestrians, such as through the provision of footpaths linking to local facilities including schools, shops, leisure and health centres. Pedestrian audits and reviews will be used to ensure there is suitable provision for walking in new developments and transport schemes. New developments will also be encouraged to be more pedestrian friendly through taking account of the guidance set out in the emerging Designing Streets* document.

Case Study Core Path Plan



Parallel to the development of the Walking and Cycling Action Plan, Aberdeenshire Council is also developing a Core Paths Plan for Aberdeenshire. The Core Paths Plan aims to provide the public with reasonable access throughout their area by providing opportunities for activities such as walking, cycling, horse riding and canoeing.

A Core Path can be anything from a tarmac path alongside a public road to a grassy field margin or an access point to a river or a loch. Whilst each Core Path may not be suitable for all user groups, the Core Paths network in Aberdeenshire as a whole intends to provide for people of all abilities and interests.

Further information on Aberdeenshire's Core Paths Plan can be found at www.aberdeenshire.gov.uk/outdooraccess/core_paths_plan

Through the School Travel Planning process and the implementation of safer routes to schools, physical improvements in the form of new footpaths, traffic calming and pedestrian crossings will also continue to be implemented.

The Council will also continue to maintain the Asset Management Plan, which in addition to roads infrastructure, seeks to ensure existing foot and cycle-ways are checked on a regular basis and maintained to an appropriate standard.

A signage review of key walking and cycling routes in Aberdeenshire will also be undertaken to identify any existing information gaps. The results of this review will be used to improve signage to these routes.

Leading by example, the Council will continue to undertake regular audits of main Council offices and will seek to implement facilities that encourage greater levels of walking and cycling to work. Improvements will be informed through the results of Staff Travel Plan surveys. Likely measures include both hard infrastructure, such as new footpaths links, and softer measures promoted through the Council's Travel Plan to encourage more people to leave their car at home.

4.5.3 Marketing and Promotion

The Council will continue to participate in national campaigns aimed at raising the profile of walking, including Walk Week. Journey planners such as www.travellinescotland.com will also be promoted in order to encourage greater levels of walking. In 2007, Aberdeen was included in www.walkit.com. This interactive website provides trip information on walking routes throughout the city, including calories burned and carbon emissions saved per trip. The Council will maintain a watching brief over this initiative and consider opportunities to include local towns within the scheme.

Aberdeenshire Council will continue to work with regional partners to develop the Getabout travel brand that promotes the benefits of sustainable travel. Getabout aims to serve as a region wide recognised travel brand for all partners to contribute and work together in advertising various sustainable travel events and information.

The School Travel Planning process will encourage pupils to walk to school through the development of Safer Routes to Schools and promotion of incentives such as the GO FOR IT initiative.

Case Study GO FOR IT



GO FOR IT is Aberdeenshire's year-round walking and cycling promotional project, developed to help pupils to stay fit and reduce school gate congestion. The project encourages school communities to walk or cycle to school, wherever safe and possible.

Participating classes are given a GO FOR IT wall chart. Every time a pupil walks or cycles to or from school, they receive a tick on the wall chart. When the pupil has forty ticks, they earn a reward card that they can redeem for free access to GO FOR IT sponsors' leisure facilities. Activities available include swimming, tennis, badminton, cycling and golf.

Opportunities to pilot a scheme similar to GO FOR IT by providing rewards for completing walking and cycling routes around Aberdeenshire will be considered as part of the implementation of this Action Plan.

The need for improved information on routes throughout the region was an issue raised during consultation. While the development of the Core Paths Plan will go some way to addressing this, working with local communities, the Council will seek to develop comprehensive downloadable guides showcasing walking routes throughout the region.

4.5.4 Skills and Awareness

Within schools, the Council works with partners including Grampian Police to deliver an extensive and progressive programme of road safety education initiatives in Aberdeenshire schools and academies. The Council will continue to promote walking as a safe, sustainable and active form of travel to and from schools and will continue to provide pupils with the skills and training necessary to ensure they are responsible pedestrians.

4.5.5 Monitoring

In an effort to better understand current levels of walking in Aberdeenshire, and to monitor how this might change over time, the Council will continue to undertake research aimed at establishing and implementing a walking activity monitoring framework across Aberdeenshire.

Case Study Walking Audits

In the past, information on walking levels has generally been collected through analysis of existing surveys, such as the Scottish Household Surveys and Aberdeenshire's Citizens Panel Survey. While these provide a useful snapshot of walking levels, they contain a high degree of variability, which poses questions over their reliability for trend monitoring.

In seeking to establish a robust framework for the quantitative monitoring of walking levels in Aberdeenshire, the Council has trialled various technologies, including Passive Infrared (PIR) technology, with a view to gathering more detailed information on walking activity.

Although the PIR trial was partially successful, further research is ongoing, with consideration being given to the use of underground pressure/acoustic sensors as a means of monitoring walking in Aberdeenshire.

Going forward, the Council will continue to consider the application of new technology to monitor walking activity levels, as it is considered that the collection of this automated data over a long term period, supported by qualitative information sources such as those referred to above, can help increase confidence in the trends observed.

4.5.6 Walking Policy

Reference	Description
WP1	The Council, together with partners, will promote and raise the profile of walking as a sustainable and healthy form of transport to encourage more people to walk more often, particularly when travelling to work or accessing local services.
WP2	The Council will encourage walking as a sustainable travel mode for journeys to school.
WP3	The Council, together with partners, will promote the benefits of walking and encourage more people to walk more often as a leisure and sport pursuit.
WP4	The Council will promote measures that enhance the safety of pedestrians.
WP5	The Council will, through the Core Paths Plan, seek to identify, develop and enhance the region's strategic paths network.
WP6	The Council will continue to ensure that appropriate pedestrian facilities are provided as part of all new development and road schemes in line with appropriate guidance.
WP7	The Council will improve and increase pedestrian facilities, including the provision of resting places.
WP8	The Council will ensure that footpaths are maintained to appropriate standards and where possible enhanced.
WP9	In taking forward pedestrian schemes, account will be taken of the needs of different types of pedestrians to ensure all routes are accessible to all user groups where appropriate, including DDA compliance.
WP10	The Council will monitor levels of walking throughout the region.



Cycling

Cycling is a sustainable form of travel, good for health and the environment. It is also a great way to see Aberdeenshire.

5.1 Introduction

Like walking, cycling is a sustainable, low-cost and healthy mode of travel. An initial Cycling Strategy was published in 1998 and is superseded with the development of this Action Plan which seeks to provide a renewed impetus for taking forward measures that reflect the importance of cycling in the daily lives of a whole range of user groups.

Following discussion of the main benefits of cycling, this section outlines the existing initiatives undertaken and promoted by the Council to encourage greater levels of cycling for a range of purposes throughout the region. The consultation exercise highlighted that there are still various barriers that discourage people from cycling, which are outlined. The following sections present the actions and policies that the Council will implement to overcome perceived barriers and in turn deliver our objectives for cycling.

5.2 Why Promote Cycling?

Cycling is a sustainable form of travel, good for health and the environment. Across Aberdeenshire over half of all trips (57%) are less than 6 miles, a convenient distance for cycling that can be covered in around half an hour.

In addition to cycling to work, cycling is a great way to see Aberdeenshire. Within the North East, the National Cycle Network links Stonehaven, Aberdeen, Turriff and Banff, and forms part of the North Sea Cycle Route. Former railway lines have also been utilised in the creation of the Formartine and Buchan Way and the Deeside Way cycle routes.

5.3 Existing Initiatives

As earlier stated, Aberdeenshire Council originally developed a Cycling Strategy in 1998. In the ten years the previous Strategy has been in operation, the following types of initiatives have been pursued:

- Cycle lockers at railway stations, Park and Ride sites, travel interchanges and leisure and recreational sites;

- Inclusion of appropriate cycle facilities in workplace travel plans, including across the Council's own buildings;
- Cycle audits by developers for relevant Road Construction Consent Applications;
- Consideration of cycling in school travel plans;
- Funding for cycle stands and storage through the School Travel Planning process;
- Cycle training by the Council in partnership with Grampian Police for 10-12 year olds; and
- Support for the development of longer-distance cycle routes.

The Council's progress in the implementation of the Cycling Strategy has been recognised in Cycling Scotland's National Assessment of Cycling Policy; with the Council benchmarked as the joint second best performing local authorities with a score of 60%. The assessment also outlined various recommendations that the Council has sought to take on board in the development of this Action Plan.

Case Study

Cycling Scotland's National Assessment of Cycling Policy for Aberdeenshire Council



In 2008, Cycling Scotland published the results from their national assessment of cycling policy. The National Assessment is a qualitative assessment of local authority cycling policy. The purpose of the study is to encourage an organisational culture that ensures cycling becomes a realistic travel and leisure choice for the travelling public.

As part of the study, which builds on the initial survey undertaken in 2005, each local authority is scored against qualitative criteria across nine key aspects covering the policy areas of planning, actions and monitoring. The study incorporates a review of self-assessment submissions and supporting policy documents.

Overall, Aberdeenshire was one of the better performing local authorities with a score of 60% (also scoring 60% were Edinburgh, Falkirk and Scottish Borders). Fife Council was the best

performing Local Authority with 71%. The Council's 2008 score marks a rise of 10% since the last assessment of local authorities in 2005. The 2008 national average was 42%.

Specific areas where the Council's actions and policies in relation to cycling received positive feedback were in Leadership and Commitment (up 17% to 77%); Strategy (up 7% to 67%); Infrastructure Development (up 9% to 63%); and Cycle Skills Development (up 20% to 60%). The only area where the Council saw a reduction in its score was in Marketing (down 5% to 55%).

In terms of overall performance, according to Cycling Scotland's ranking system, Aberdeenshire Council's performance was classified as 'Level 3 – Co-ordinated Approach' (60%).

The study also outlined a number of recommendations that the Council should seek to act upon to ensure progress in this field is maintained, including:

- Incorporating indicators on cycle use into the Single Outcome Agreement;
- Developing a cycling action plan cutting across policy areas to support strategy delivery;
- Dedicating more time for a lead cycling officer to co-ordinate cycling actions;

- Developing a senior level Steering Group to implement actions across policy areas;
- Introducing delivery of multi-stage child cycle training;
- Developing a system of adult led-cycle ride provision for key target groups;
- Making use of Cycle Audit and Review procedures for all new and existing transport infrastructure;
- Developing holistic network plans;
- Improving the integration between bikes and public transport;
- Developing an outcome-based marketing strategy for cycling;
- Developing public reporting of local cycle use indicators;
- Establishing a network of automated cycle counters; and
- Engaging users as partners in decision-making.

These recommendations have been taken on board in the development of the Implementation Plan.

5.4 Key Issues / Challenges

Consultation on the initial Walking and Cycling Strategy identified various perceived barriers that prevent people from cycling in Aberdeenshire. These included:

- A lack of on and off-road cycle lanes;
- Poor maintenance of existing cycle routes;
- Concerns over the provision of adequate parking and lockers for cyclists, and other facilities at workplaces, such as showers and pool cars;
- Safety concerns, particularly related to on-road cycling due to driver attitudes to cyclists and speeding traffic;
- A lack of information and signage on cycle routes;
- The weather;
- Travel distances;
- Poor integration between bikes and public transport services; and
- The image of cycling.

The following section outlines the policies and actions that have been developed to combat some of the barriers mentioned above and in turn increase the attractiveness of cycling.

5.5 Policies and Actions Going Forward

5.5.1 Introduction

In response to the issues identified, a range of policies and actions have been developed which the Council will seek to implement in order to increase the modal share of cycling.

5.5.2 Infrastructure

Results from the questionnaire on the Summary Walking and Cycling Strategy identified the provision of new and improved on-the-ground infrastructure, both in the form of on and off-road cycle routes, as central to encouraging greater levels of cycling throughout the region. The Council is committed to developing the region's cycle infrastructure and will look to take forward new schemes as these are identified, within budgetary constraints.

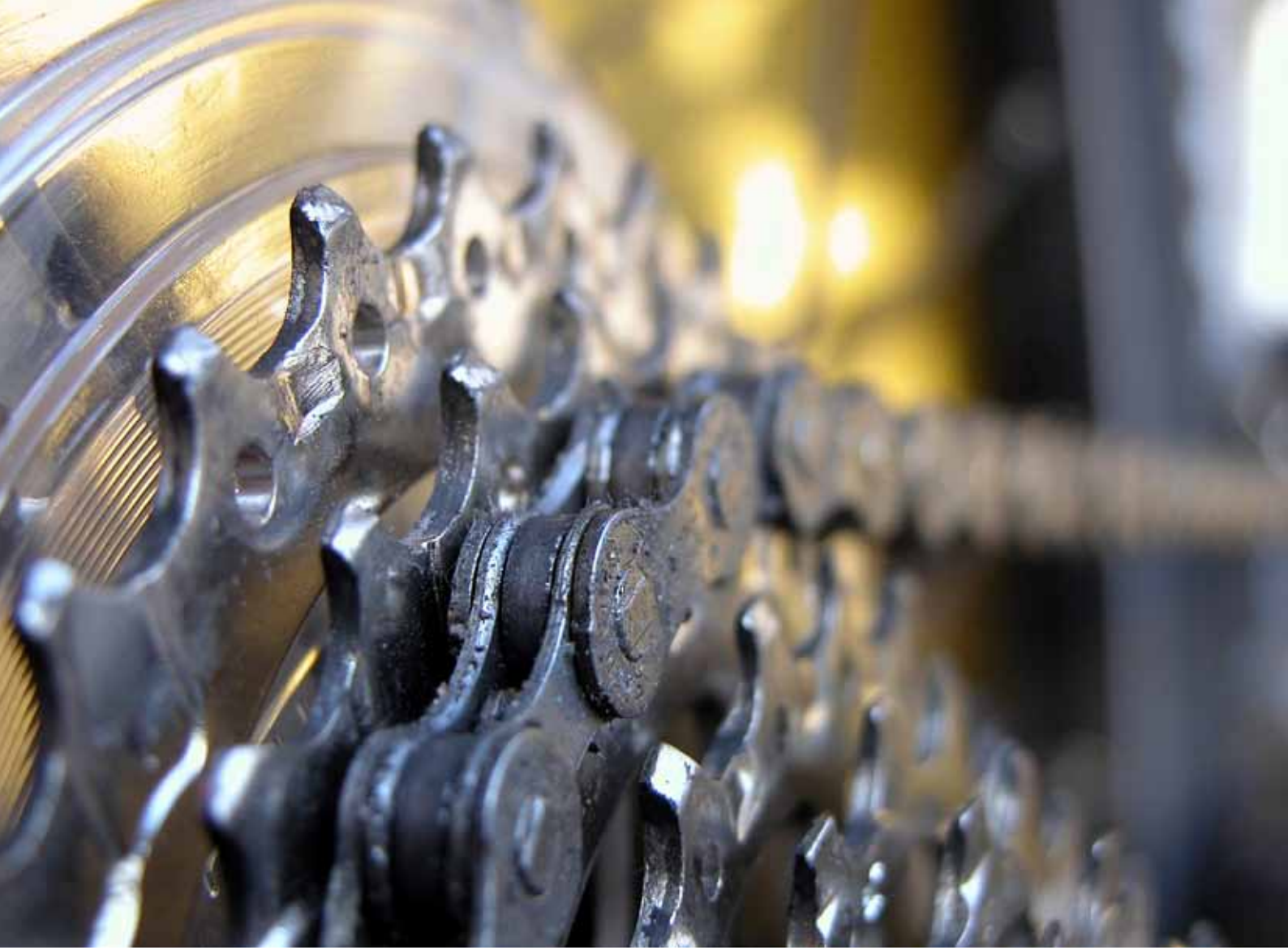
In 2008, the Council also initiated a master planning exercise in Peterhead aimed at developing it into a Cycle Demonstration Town (CDT). In the past, investment in cycle infrastructure has been distributed widely across the region, but it is considered that concentrating resource investment in one town to develop a Cycle Demonstration Town could provide a level of infrastructure necessary to deliver a step change in local levels of cycling. It will be important that the impacts of this project in terms of its ability to deliver modal shift is closely monitored as the results from this project will be used to inform future decisions on the roll-out of Cycle Demonstration Towns and how the Council directs future investment in cycle infrastructure.

Case Study Peterhead Cycle Demonstration Town

Cycle Demonstration Towns (CDTs) have become a great success in England where eleven Cycle Demo Towns and one Cycling City now exist. The towns were developed to prove that increased funding and bespoke projects could have a significant impact on levels of cycling. It has been reported that the average increase in trips made by bicycle across the six initial Cycling Towns launched in 2005 is 20%.

Following a detailed site appraisal process into developing a CDT in Aberdeenshire, Peterhead was identified as the town best suited to become Aberdeenshire's first CDT with the potential to radically increase cycle use. Following consultation, work has been undertaken to develop a Master Plan incorporating a full package of 'hard' and 'soft' facilities that will be required to establish Peterhead as a CDT.

The Council is keen to develop further CDTs across Aberdeenshire, and will use results from the Peterhead CDT to inform the future roll-out of the concept.



“...we also recognise that encouraging more people to cycle is dependent on the provision of well maintained cycle routes.”

We will seek to ensure that the provision of suitable cycle infrastructure is not an after-thought in the development planning process. Through the use of cycle audits and review procedures, the Council will ensure that cycling is a major consideration in taking forward new developments and transport schemes.

The development of a Core Paths Plan for Aberdeenshire presents a great opportunity to support the delivery of an improved, integrated off-road cycling network across the region. The Formartine and Buchan Way, and the Deeside Way are important strategic routes and the Council is keen to develop our strategic cycle network through the development of holistic network plans.

We also recognise that encouraging more people to cycle is dependent on the provision of well-maintained cycle routes. To assist in these efforts, the Council will continue to maintain its Asset Management Plan covering cycle infrastructure.

The provision of safe, secure and readily accessible cycle storage was another issue identified during consultation as important to increase the attractiveness of cycling. The Council will continue to provide cycle storage throughout Aberdeenshire where there is an identified need, including at schools, health centres, shops and other community facilities. The work being taken forward on the Peterhead CDT will help to inform this process.

Through our involvement in European transport research programmes, we also recognise that there are various examples of best practice from overseas that the Council could adopt in seeking to provide a more attractive environment for cyclists. The use of Bike Service Stations in Belgium, where cyclists can inflate tyres, find spare parts and wash their bikes, is one such example that the Council was alerted to during our involvement in the EU sponsored SustAccess project. Going forward, the Council will consider the introduction of pilot Bike Service Stations at appropriate locations, including as part of the Peterhead CDT project, and monitor their use and effectiveness.

The need for improved integration between public transport and bikes is another issue that has frequently been called for, particularly given the long-travel distances that many Aberdeenshire residents are required to make on a daily basis. The Council will continue to examine options for increasing the accessibility of bikes on buses throughout the region and will look to pilot the most suitable options. For tourists and visitors to the region, it is also considered that there could be benefits in the provision of bike rental schemes, particularly linked to transport interchanges such as the main bus and rail stations in the region.

5.5.3 Marketing and Promotion

Central to increasing the modal share of cycling is the ability to raise awareness of the benefits that this mode can deliver, environmentally and economically, over other forms of transport and to offer incentives to encourage its uptake.

Working with local communities, the Council will seek to improve local cycle route information through the development of area-specific downloadable maps. We will also work with partners, such as the Forestry Commission and Cairngorms National Park, to promote opportunities for cycling, particularly mountain-biking, on dedicated routes.

The Council will continue to participate in Bike Week and other sustainable transport campaigns promoted by partners at Sustrans and Cycling Scotland, and will seek to promote the benefits of cycling through novel, innovative approaches with partners at Nestrans and Aberdeen City. One such idea is to introduce a rewards scheme for the completion of walking and cycle routes throughout the region.

Consultation revealed strong support for the introduction of the Cycle to Work Scheme. Cycle to Work is a tax incentive initiative aimed at encouraging employees to cycle to work, thereby improving health and having beneficial environmental impacts. The scheme allows employees to benefit from tax relief on the purchase of bikes and safety equipment, such as lights and locks, potentially saving up to 40% of the cost. To date, issues surrounding the administration of this scheme have delayed its implementation but going forward the Council will seek to make this initiative available to all employees and will encourage other employers in the region to follow suit.

The Council is committed to furthering the promotion of sustainable travel modes to its staff and have secured discounts for Council employees for a number of bike shops in the Aberdeenshire area.

Promotion of improved transport integration, such as that between bikes and public transport, through the development of improved facilities for cyclists at rail and bus interchanges and Park and Ride sites, will also be targeted to encourage greater levels of cycling. The potential to develop Park and Cycle schemes will also be investigated through this Action Plan.

Finally, in developing this Action Plan, consideration has been given to establishing an Aberdeenshire Cycle Forum. Consultation results did not, however, reveal a significant level of support for an Aberdeenshire specific forum.

Instead, it is considered that it could be more efficient to stage annual cycle-specific meetings/workshops with interested stakeholders.

5.5.4 Skills and Awareness

We understand that fundamental to fostering the development of future generations of cyclists is the promotion of cycling in schools and providing children with the training and skills necessary so that they become responsible, safe and confident cyclists. Accordingly, the Council will promote cycling through the School Travel Planning process and will continue to support cycle training in schools in partnership with Grampian Police.

Safety concerns, particularly related to on-road cycling due to driver attitudes to cyclists and traffic speed was highlighted during the consultation process as a major barrier to cycling. To this effect, the Council will lobby the Scottish Government to introduce a 'Considerate Road User' Campaign to raise awareness of the needs and rights of cyclists amongst other road user groups. By the same token, it is recognised that irresponsible cyclists can be responsible for increasing safety concerns amongst pedestrians, cyclists and other road users. Therefore these groups will be targeted through campaigns that aim to reduce levels of cycling on pavements, red light running and to encourage more cyclists to use lights and audible warning devices.

Case Study Bikes on Buses

In an effort to make cycling a more attractive and accessible activity, the Council has investigated a range of options designed to enhance the ability of buses to provide cycle carriage, including internal bike storage options and cycle trailers.

Following research and consultation, the Council is seeking to establish a number of trial bus services across the region as 'bicycle friendly' through the purchase of bike bags, which cyclists could use to stow their bikes during their journey. In addition to supporting the promotion of bus services as 'bicycle friendly', bike bags can provide an element of protection for bikes and help to keep the bus boot space clean. Advertising will be used to raise awareness of this additional facility and promote the trial services as 'bicycle friendly'.

In the longer term, depending on success of the initial trials, bike bags could be rolled-out and provided on other routes that could have the potential to attract multi-modal journeys, such as the Buchan and Deeside Corridors.

5.5.5 Monitoring

As emphasised throughout this Action Plan and expanded further in Chapter 7, the development of a robust monitoring regime is critical to measure what effect the implemented actions will have on delivering our objectives and targets. The Council currently monitors cycling levels primarily through qualitative sources such as Scottish Household Surveys and Citizens Panel Questionnaires and will continue to utilise such sources which offer a useful snapshot of cycle levels in the region.

In addition to this, the Council will continue to research the various automated systems available to monitor levels of walking and cycling and will use the results from this to inform the development of our monitoring regime. Through this Action Plan, the Council will seek to establish and expand its network of automated cycle counters and will monitor these on a long-term basis to develop a better understanding of trends in cycle use throughout the region.

5.5.6 Cycling Policy

Reference	Description
CP1	The Council, together with partners, will continue to promote cycling as a sustainable mode of transport and encourage more people to cycle, particularly when travelling to work or accessing local services.
CP2	The Council will encourage cycling as a sustainable travel mode for journeys to schools.
CP3	The Council, together with partners, will promote the health benefits of cycling and will encourage more people to cycle for leisure.
CP4	The Council will promote measures to assist in the reduction of cyclist casualty rates through support and partnership working on road safety matters.
CP5	The Council will seek to identify, develop and enhance the region's strategic cycling network for on and off road cycle routes.
CP6	The Council will ensure that appropriate cycling facilities are provided in conjunction with new developments and new transport schemes, in line with adopted guidance.
CP7	The Council will work to improve the provision of secure cycle storage facilities in town centres and at key service destinations.
CP8	The Council will ensure that cycle paths and routes are maintained to appropriate standards and where possible enhanced.
CP9	In taking forward cycling schemes, account will be taken of the needs of different types of cyclists to ensure all routes are accessible to all user groups where appropriate, including DDA compliance.
CP10	The Council will monitor levels of cycling throughout the region.

“...the Council will foster the development of future generations of cyclists.”



Implementation Plan

The Implementation Plan recognises that responsibility for delivery lies with the Council but in many areas partnership working is required.

6.1 Introduction

This chapter confirms the actions that the Council will seek to implement in order to deliver the Action Plan's vision and objectives outlined earlier.

6.2 The Walking and Cycling Implementation Plan

Based on the policies set out in Chapters 4 and 5, an Implementation Plan has been developed.

Actions within the Implementation Plan have been grouped into one of four categories as follows:

- **Infrastructure Measures** – This includes actions related to the maintenance, design and delivery of walking and cycling routes and facilities.
- **Marketing and Promotion** – Actions under this category involve measures that seek to raise the profile of walking and cycling and encourage higher levels of walking and cycling.

- **Skills and Awareness** – Initiatives that will be taken forward to improve pedestrian and cyclist skills are set out in this section.
- **Monitoring** – This section sets out the Council's approach to monitoring levels of walking and cycling throughout the region.

In addition to setting out the actions that will be taken forward for implementation as part of this Action Plan, the Implementation Plan provides details on the policies that will be addressed through delivery of the actions, the level of priority that should be afforded to each action, and the likely timescale for action implementation.

Delivery of the actions will be the direct responsibility of Aberdeenshire Council and its various internal services. However, for many of the actions, partnership working will also be required with local authority neighbours and the Scottish Government, as well as a range of other sustainable transport agencies and charities, such as Sustrans. Through this Plan, we will look to strengthen and enhance our relationships with our partners.

The proposed Implementation Plan is presented overpage. Once finalised and adopted, it will be for Aberdeenshire Council, in partnership with appropriate stakeholders, to take forward the adopted actions as resources allow. Currently, spending on walking and cycling initiatives is sourced from a wide range of budgets. Going forward, the Council will continue to examine opportunities to capitalise on external funding streams.

Short timescales are identified as 0-12 months; Medium timescales 12-36 months; Long timescales +36 months.



Walking and Cycling Implementation Plan

Action	Action Description	Policies Delivered	Priority	Timescale
A: Infrastructure Measures				
A1.	Through the Core Paths Plan, seek to develop new walking and cycling routes, both on and off-road (1) within Aberdeenshire towns; (2) connecting Aberdeenshire towns; and (3) linking into Aberdeen City.	WP1, WP2, WP3, WP5, WP6 CP1, CP2, CP3, CP5, CP6	High	Ongoing
A2.	Continue to maintain the Council's Asset Management Plan to ensure existing walking and cycling routes are continuously checked and maintained to a suitable standard.	WP8 CP8	High	Ongoing
A3.	Continue to develop safer routes to schools including provision for pupils walking and cycling to school.	WP2 CP2	High	Ongoing
A4.	Undertake a signage review of key walking and cycling routes in Aberdeenshire, seeking to identify any existing information gaps. The results of this review will be used to improve signage to these routes.	WP1, WP3, WP4, WP5 WP6, WP8, WP9 CP1, CP3, CP4, CP5, CP6, CP8, CP9	Medium	Medium
A5.	Undertake a review of cycle storage facilities in Aberdeenshire and identify further locations suitable for the installation of safe and secure cycle storage facilities.	CP1, CP2, CP3, CP4, CP5, CP6, CP7	Medium	Medium
A6.	Establish Peterhead as a Cycle Demonstration Town (CDT) and consider opportunities for the development of further CDTs in Aberdeenshire.	CP1, CP2, CP3, CP4, CP5, CP6, CP7, CP8, CP9, CP10	High	Medium
A7.	In liaison with bus operators, seek to implement a pilot 'bikes on buses' service in Aberdeenshire, and take forward other options aimed at improving the carriage of bikes on buses throughout the region.	CP1, CP3, CP9	Medium	Short
A8.	Implement a bicycle rental scheme at a pilot location in Aberdeenshire.	CP1, CP3, CP9	Low	Long
A9.	Undertake an audit of main Council offices and seek to implement facilities that encourage greater levels of walking and cycling to work, including walking and cycling routes, storage and showering facilities.	WP1, WP7, WP9, WP10 CP1, CP7, CP9, CP10	Medium	Medium
A10.	Implement further facilities throughout the region that seek to encourage greater levels of walking and cycling, including bike service stations, resting and water points and changing/shower facilities at key locations particularly at key transport interchanges.	WP1, WP3, WP6, WP7 CP1, CP3, CP6, CP7	Medium	Long
A11.	Investigate the potential for a Park and Cycle scheme with a view to developing a pilot site in Aberdeenshire.	CP1, CP10	Low	Long
A12.	Ensure pedestrian and cyclist needs are taken into account in all new development and transport schemes from the outset by undertaking pedestrian and cycle audits.	WP1, WP6, WP9 CP1, CP6, CP9	High	Ongoing

Action	Action Description	Policies Delivered	Priority	Timescale
B: Marketing and Promotion				
B1.	Update the dedicated walking and cycling pages on the Council's Transportation web page.	WP1, WP3 CP1, CP3	Medium	Short
B2.	Produce comprehensive downloadable guides on walking and cycling opportunities in Aberdeenshire with supporting route maps.	WP1, WP3 CP1, CP3	Medium	Medium
B3.	Continue to take part and publicise local and national initiatives aimed at promoting walking and cycling such as Walk Week and Bike Week.	WP1, WP2, WP3 CP1, CP2, CP3	Medium	Ongoing
B4.	Continue to promote walking and cycling to Aberdeenshire schools through the School Travel Planning process.	WP2 CP2	High	Ongoing
B5.	Implement the Cycle to Work Scheme and publicise to Aberdeenshire Council employees. Promote scheme to other employers.	CP1	High	Short
B6.	Promote improved integration between walking and cycling and public transport, particularly at key transport interchanges such as bus and rail stations and Park and Ride sites.	WP1, WP3, WP6, WP7 CP1, CP3, CP6, CP7	Low	Ongoing
B7.	Promote journey planning tools, such as www.walkit.com and www.travellinescotland.com to encourage greater levels of walking and cycling.	WP1, WP2, WP3 CP1, CP2, CP3	Low	Ongoing
B8.	Engage with the local media to publicise walking and cycling across Aberdeenshire.	WP1, WP2, WP3 CP1, CP2, CP3	Medium	Ongoing
B9.	Introduce a pilot rewards scheme for completing walking and cycling routes throughout Aberdeenshire.	WP1, WP2, WP3 CP1, CP2, CP3	Medium	Medium
B10.	Introduce innovative demonstration project campaigns to encourage stepchange increases in walking and cycling amongst businesses and communities in Aberdeenshire.	WP1 CP1	Medium	Medium
B11.	Investigate and trial initiatives aimed at increasing levels of walking and cycling amongst hard to reach groups.	WP1, WP2, WP3, WP9 CP1, CP2, CP3, CP9	Medium	Long
B12.	Hold annual cycle-specific meetings/workshops with interested stakeholders.	WP1 CP1	Medium	Ongoing



Action	Action Description	Policies Delivered	Priority	Timescale
C: Skills and Awareness				
C1.	Continue to promote walking and support the development of cycle proficiency training in schools.	WP2, WP4 CP2, CP4	Medium	Ongoing
C2.	Through the School Travel Planning process, continue to deliver education to school pupils on the importance of road safety for pedestrians and cyclists.	WP4 CP4	High	Ongoing
C3.	Investigate options for the delivery of adult cycle training courses in Aberdeenshire.	CP1, CP3, CP4, CP9	Low	Long
C4.	Encourage improved bike maintenance through the promotion of bike maintenance courses.	CP1, CP3, CP4, CP9	Low	Long
C5.	Investigate ways to raise awareness of the needs and rights of cyclists amongst other road users, such as through the launch of a 'Considerate Road User' Campaign.	CP1, CP2, CP3, CP4	High	Medium
D: Monitoring				
D1.	Establish a monitoring regime for the Walking and Cycling Action Plan.	WP10 CP10	High	Short
D2.	Through the Council's Local Transport Strategy Annual Progress Reports, publish updated statistics on walking and cycling levels in Aberdeenshire.	WP10 CP10	High	Ongoing



Monitoring and Review

The Council recognises that a robust monitoring regime is essential to effectively monitor progress against objectives.

7.1 Introduction

This chapter presents the monitoring regime that has been developed for the Walking and Cycling Action Plan.

7.2 Proposed Monitoring Regime

The Council recognises the importance of an effective monitoring regime in assessing progress against each of the Plan's objectives. Progress against the objectives can be measured using a series of performance indicators, available from a range of national and local data sources.

A number of targets have also been developed to sit beneath the objectives. These have been carefully developed, ensuring that they can be measured with ease on a regular basis. To this end, it is felt that a set of targets where indicator trends are monitored (i.e. increasing or decreasing as opposed to specific numerical values) is the most useful approach for assessing overall progress towards the targets developed.

Case Study LTS Annual Reports



Following publication of the Local Transport Strategy in 2007, LTS Progress Reports are now produced on an annual basis. Data is regularly gathered and published to show the public how the Council is performing against the targets set in the LTS. These targets have helped to structure this Walking and Cycling Action Plan and the results will be fed into this document.

The list of performance indicators and targets for monitoring progress against the objectives is presented in Table 7.1 below.

Table 7.1 – Performance Indicators and Targets

Performance Indicator	Objectives Delivered	Data Source	Target
% of pupils travelling to school in Aberdeenshire by active travel modes.	Objective 1: To work with school children, staff and parents to encourage more walking and cycling to and from school.	Annual 'Hands Up' School Travel Surveys.	To increase levels of walking and cycling to Aberdeenshire schools year on year.
Number of pedestrians/cyclists killed, seriously injured and/or slightly injured.	Objective 2: To improve the safety of walking and cycling in Aberdeenshire, and contribute to national road safety targets.	National Road Safety Statistics.	To reduce the number of pedestrians and cyclists killed, seriously injured and/or slightly injured in Aberdeenshire year on year. National targets*: - 40% reduction in people KSI - 50% reduction in children KSI - 10% reduction in slight casualties
Mode share of walking and cycling for trips to work by Aberdeenshire Council employees. Mode share of walking and cycling for trips to work by Aberdeenshire residents.	Objective 3: To promote walking and cycling as alternative transport modes, particularly for short trips.	Aberdeenshire Council Staff Travel Survey; Scottish Household Survey; Aberdeenshire Citizens' Panel Survey.	To increase the proportion of Aberdeenshire residents walking and cycling to work, year on year.
Frequency of walking and cycling in the previous seven days just for pleasure or to keep fit.	Objective 4: To encourage and facilitate walking and cycling as leisure and tourist activities to provide benefits to health and the local economy.	Scottish Household Survey.	To increase the frequency of walking and cycling for recreational purposes, year on year.

In addition to the performance indicators and targets listed in Table 7.1 above, the Walking and Cycling Action Plan presents an opportunity to monitor other key indicators of walking and cycling levels in Aberdeenshire. Monitoring will be a particularly important aspect in determining the impact

of the Peterhead CDT. This project will be used to set further future detailed indicators, potentially including:

- The length of foot and cycle ways;
- The availability of cycle parking; and
- Levels of walking and cycling activity based on counts.

*Note that new targets have been produced for the period post-2010 as part of the Scottish Government's new Road Safety Framework to 2020. Progress against these revised targets will be monitored for the period post-2010.

Case Study Journey Data Logger Study

To better understand the characteristics of journeys people make in Aberdeenshire, the Council has progressed a Journey Data Logger Study.

The aim of the study was to gather relevant data on journeys made within Aberdeenshire which involve different modes of travel. The information that has been gathered has demonstrated true journey times and allowed for comparisons between transport modes to be made.

The project involved the participation of volunteers who agreed to log – with the use of satellite technology – the journeys they made on a daily basis. The study relied on having volunteers who travel on various routes using a range of transport modes.

The logged data identified the route taken by the participant, the time the journey was undertaken and the speed of travel, including the average speed over the course of the whole journey. This has provided an opportunity to show the comparison between different modes for the same journey.

7.3 Going Forward

The Council recognises the importance of ongoing monitoring. The monitoring regime developed for this Plan will indicate whether progress is being made towards achieving the objectives. Going forward, the results from our performance monitoring will be reported as part of the Local Transport Strategy Annual Progress Reports and published on the Council's website.

“...results from our performance monitoring will be reported as part of the Local Transport Strategy Annual Progress Reports and published on the Council's website.”

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