

Integrated Travel Towns Fraserburgh Masterplan

DRAFT FOR CONSULTATION

MAY 2016



Foreword

1. The Masterplan in Context

2. Development

3. Delivery Proposals

4. Priority Check List

5. Monitoring and Evaluation

Appendix A – Scheme and Promotional Proposals

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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 Town Project allows Aberdeenshire Council to support more sustainable and active travel working with communities and partners to provide the means and knowledge to facilitate a change in travel behaviour. This is a model that has been successfully utilised in the Council’s Peterhead CDT Project.

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

The ITT Project has been developed with support from Nestrans, Sustrans and Paths for All and maximises 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

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Background

The ITT Project supports the delivery of Aberdeenshire Council's LTS which aims to encourage people to:

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

The ITT 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 from the CDT 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 LTS 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 in the appendix 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.

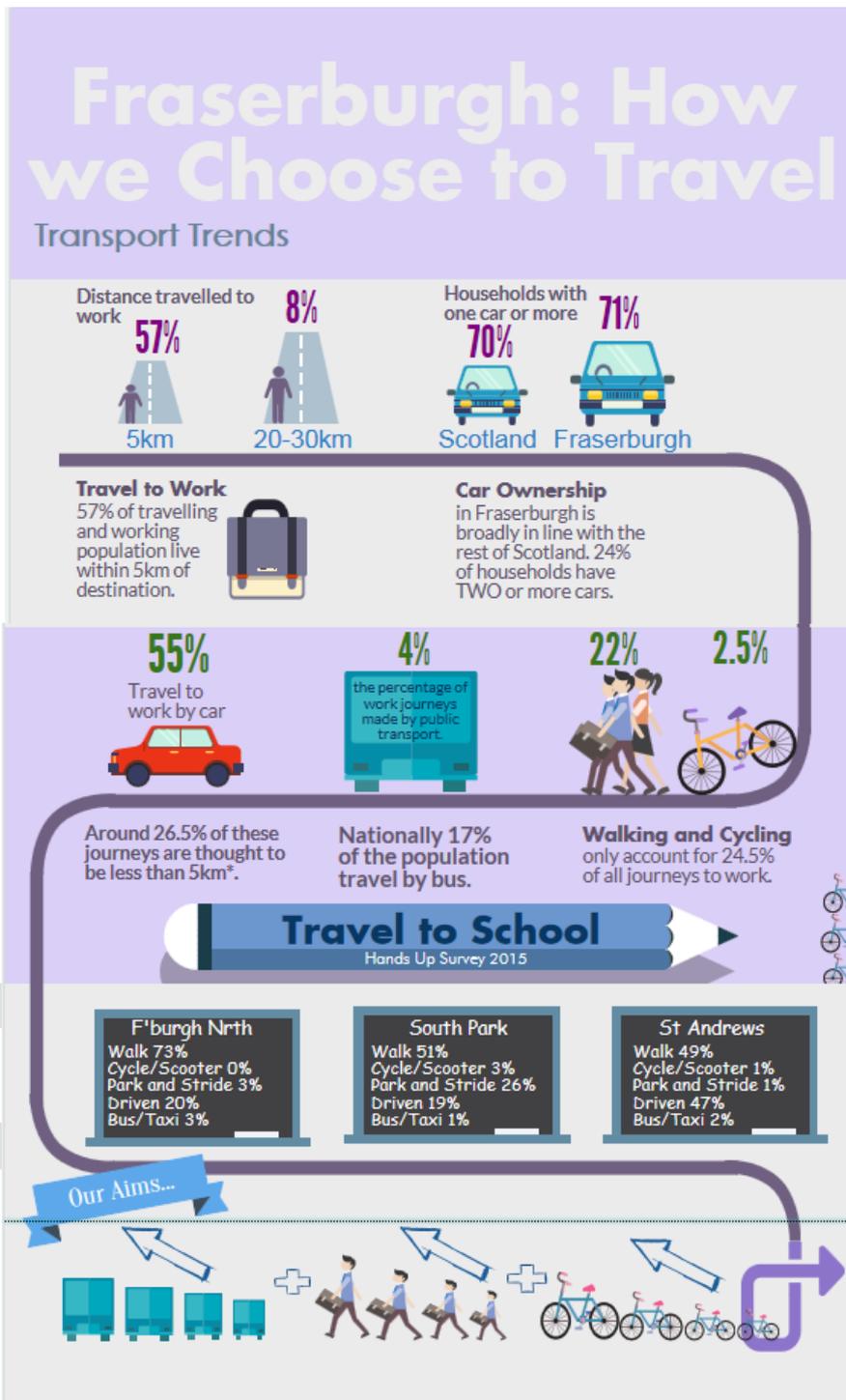
Developing

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 health, the 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 (SCSP) programme aims to encourage more people to change their behaviour to reduce their car use in favour of sustainable alternatives such as walking, cycling and greater public transport use.

The grant is a source of match funding delivered by Paths For All on behalf of Transport Scotland.

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 Fraserburgh, 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.

Although grant funding is currently only awarded on a yearly basis (subject to successful bids), 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 centres. The review then identified the key links between these areas, looking for opportunities to enhance these links or create new ones altogether.

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

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, in particular those related to schools were also recorded.

Areas of opportunity were noted during the audit process which included the potential to widen existing footways and 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 for presentation during the community engagement process.

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 the 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 centres.

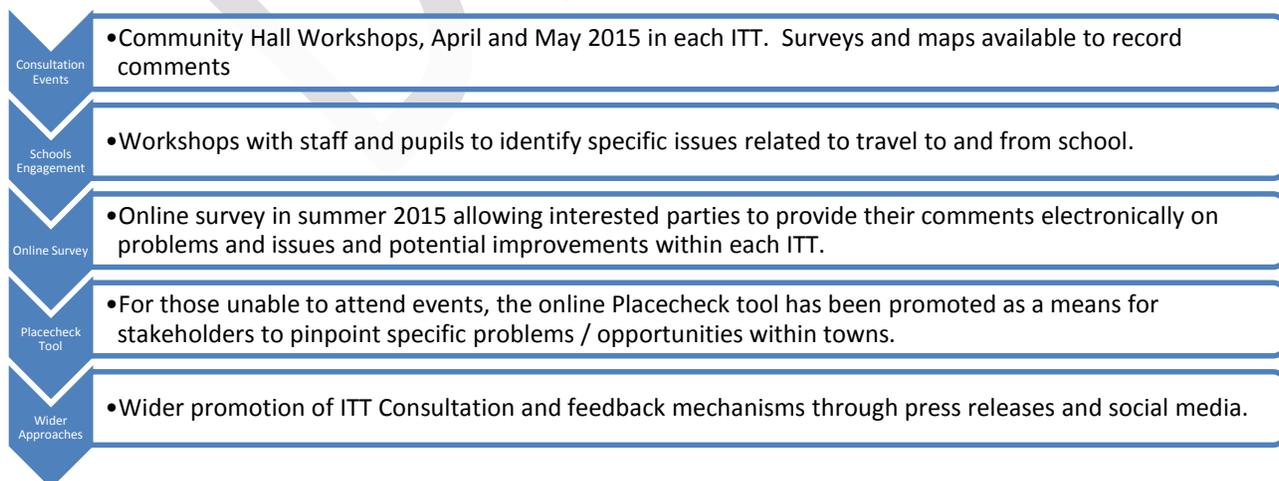
A consultation booklet was produced to accompany an online survey which was promoted to the local community, making use of Community Planning links and contacts, seeking comment on the findings and suggestions for improvements.

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 additional responses.

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

Early findings suggested that issues surrounded perceptions of safety in particular safe routes to schools. The most popular proposal was the development of a network of cycle routes and paths in and around Fraserburgh which would support regeneration initiatives



PROPOSALS ARE BASED ON FEEDBACK FROM INITIAL CONSULTATION PHASE AND ARE YET TO BE FINALISED

Initial Findings

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

Strengths

- 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 parking located at many locations throughout the town.
- Connection to the Formartine and Buchan Way

Weaknesses

- Town Centre specifically has less cycle parking
- Severe physical constraints in the immediate Town Centre where roads and paths are narrow.
- On road parking is prevalent across many areas of the town
- Lack of shared use paths or on road cycle lanes which penetrate the Town Centre.

Opportunities

- Some wide residential streets with space for cycling infrastructure
- Watermill Road and Strichen Road have streets which run parallel to them, potentially providing quieter shared use routes set away from the main roads.
- 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.

Threats

- Lack of space (particularly in the town centre) may make the widening of paths to shared use difficult.
- Land ownership may be a constraint on the widening of paths.
- 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.

3. Proposals

Year 1

Year 1 of the Masterplan would aim to provide 'quick wins' to help generate local support early on in the project. Targeting a key transport corridor along Maconochie Road and raising awareness of the existing infrastructure that is available, the initial projects would include;

- Review of route signage to key destinations along main walking and cycling routes and general sign rationalisation exercise.
- Re-launch of existing walking map for the town.
- Publication of a new town cycle map
- Phase 1 of A90/Maconochie Road to Town Centre: footway widening along Maconochie Road to Kessock Road.
- Phase 2 of A90/Maconochie Road to Town Centre: New shared use path via cricket ground and playing fields to Leisure Centre.
- Support for bike recycling scheme.
- Cycle Parking at various town locations

Year 2

Year 2 would aim to work on developing 'Cycle Friendly Schools' and would provide support to interested businesses to become 'Cycle Friendly Employers'. Infrastructure proposals would aim to complete the A90/Maconochie Road scheme and develop the Strichen Road Cycle route.

- Phase 3 & 4 of A90/Maconochie Road to Town Centre: Upgrade of existing path at Leisure Centre and footway widening at Seaforth Street to complete town link.

- Phase 1 of Strichen Road cycle route: Link between Boothby Road and Old Strichen Road.
- Cycle Friendly Schools status for two primary schools.
- Cycle Friendly Employer award for at least two employers.
- Bikeability provided to all primary schools.
- New route signage on street.

Year 3

With the south town link in place from year 1 and year 2 investment and a start on the Strichen Road Cycle Route, Year 3 would aim to further develop the Strichen Road scheme . Further activities to include an inaugural bike ride/event

- Phase 2 of Strichen Road Cycle Route; Footway widening adjacent to Old Strichen Road.
- Phase 3 of Strichen Road Cycle Route; New shared use path via Kessock Park to Strichen Road/A90 junction.
- Inaugural Cycle Event/challenge
- Cycle Friendly Employer award for two additional employers
- Cycle Friendly Schools award for Academy.
- Re launch of walking and cycling maps.

Year 4

Year 4 would aim to complete the Strichen Road Cycle Route and commence work on Watermill Road to Town Centre link.

- Phase 4 of Strichen Road Cycle Route; upgrade to existing paths to create link to Maconochie road via Leisure Centre.

- Phase 1 Watermill Road – Town Centre link; widen path on south verge Watermill Road west of B9031.
- Phase 2 Watermill Road – Town Centre link; widen path on north verge Watermill Road east of B9031.
- Phase 3 of Watermill Road – Town Centre link; provision of cycle lanes on College Bounds to High street.
- New toucan crossing on B9031/Watermill Road.

Year 5

Year 5 would aim to substantially complete the walking and cycling network, focusing on developing the north south links across the residential areas of Fraserburgh.

- West Road Cycle Route Project – Provide shared use path along this route.
- Development of wider cross town access improvements, narrowed junction points, review of pedestrian crossing points.
- Cycle Lanes on Charlotte and King Street.

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 Fraserburgh.

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 of journeys by walking and cycling - Pedestrian and cycle counts on key routes - Attitudes to sustainable and active travel - Bus patronage - Number of EV charges delivered in town.
Additional Cycle Parking	<ul style="list-style-type: none"> - Number of new cycle parking spaces - Number of covered Cycle Spaces 		
Promotion of sustainable travel	<ul style="list-style-type: none"> - Actives and events: number of participants - Number of maps distributed 		

Appendix A – Fraserburgh Action Plan

The action plan 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-Watermill Road- Town Centre	Ph1 Widen existing path south verge Watermill Road, Boothby Road to B9031. 570m Ph2 Widen existing path north verge Watermill Road, B9031 to Marconi Terrace. 400m Ph3 Cycle lanes College Bounds to High Street. 650m New Pedestrian Crossing at B9031/Watermill Road area.					Ph1 £30k Ph2 £20k Ph3 £5k X-ing £15k
2-A90/Maconochie Rd –Town Centre	Ph1 Widen existing path east verge between B9033 roundabout to Kessock Road. 560m Ph2 New Shared Use path 2.5m wide along line of former path off Maconochie Road via park/cricket ground and new lighting. 370m Ph3 Upgrade existing path at Leisure Centre to Seaforth Street including lighting. 100m. Ph4 Widen existing footway into carriageway Seaforth Street adjacent to football stadium. 90m. Upgrade crossing at Kessock Road/Maconochie Road/Sports Centre to Toucan					Ph1 £30k Ph2 £40k Ph3 £5k Ph4 £5k X-ing £15k
3-Strichen Road Cycle Route	Ph1 Minor upgrade to improve link from Boothby Road to Old Strichen Road. 2.5m wide Shared use path. 90m. Ph2 Short section footway widening east verge Strichen Road adjacent to Old Strichen Road to Middleburgh Road. 85m Ph3 New 2.5m wide Shared Use path via Kessock Park to Maconochie Road/Strichen Road junction. 500m. Ph4 Minor upgrade to existing park paths at Leisure Centre. Widening and LED lighting. 200m.					Ph1 £5k Ph2 £5k Ph3 £55k Ph4 £10k

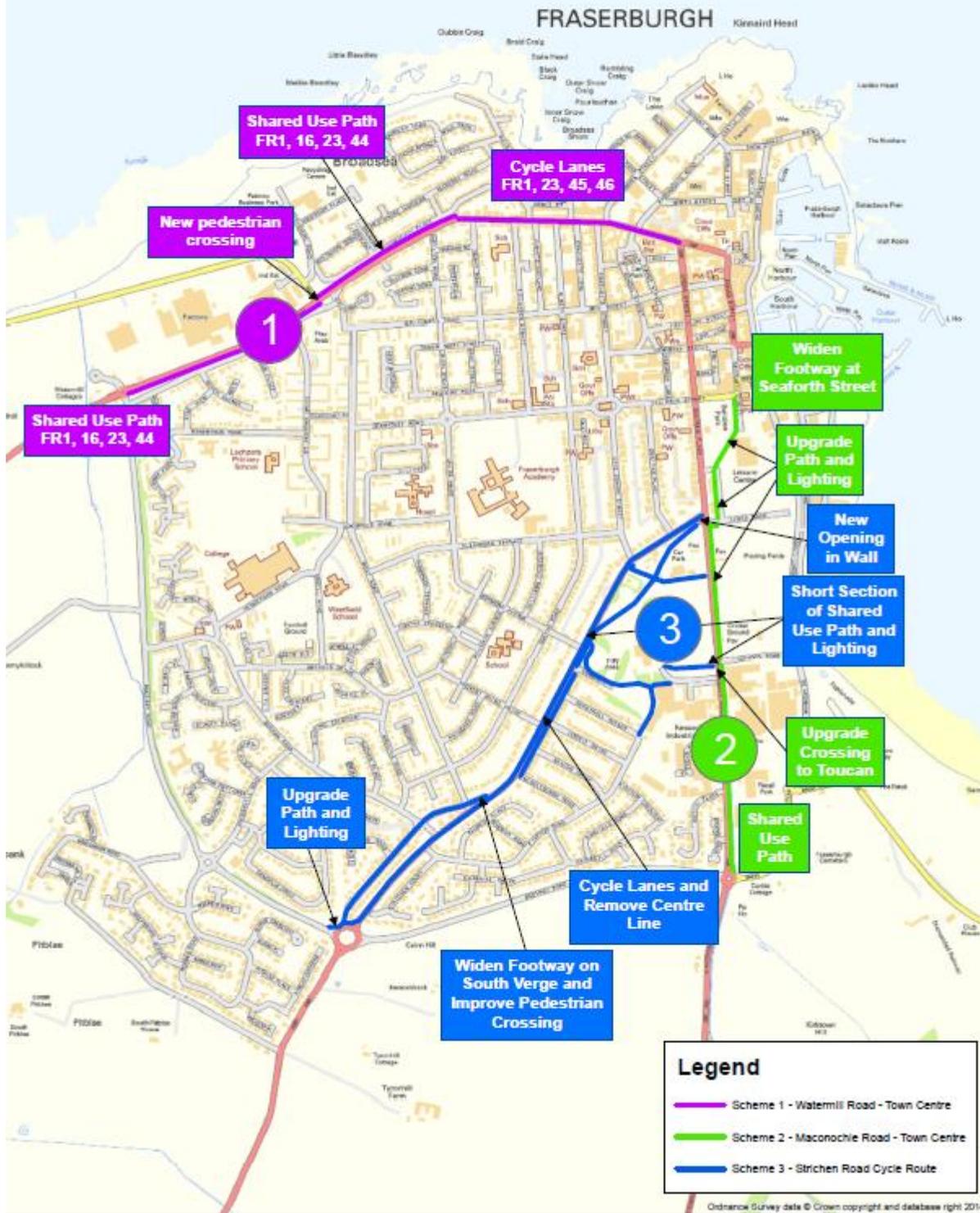
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Soft Interventions

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 Fraserburgh 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 Fraserburgh.					
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	Fraserburgh 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 potential bike share scheme.					

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 Integrated Travel Town Project
 Fraserburgh
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Contact details

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May 2016

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To comment on this Draft Masterplan, please complete the survey at <https://www.surveymonkey.co.uk/r/aberdeenshireITsurvey> or in Fraserburgh Library by Saturday 16th July 2016

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