

## Achievements in Cycling

### PETERHEAD CYCLE DEMONSTRATION TOWN

#### Peterhead Cycle Demonstration Town (CDT)

Peterhead was designated by Aberdeenshire Council in 2008 as a pilot Cycle Demonstration Town (CDT) with the intention to focus investment in cycling infrastructure and support the investment with a campaign of softer interventions. Peterhead is Aberdeenshire's largest settlement with a population of approximately 17,500.

It was the overall aim of the CDT concept to take a small base of cycling, foster growth by identifying and removing key barriers and working with community partners to allow cycling to flourish. In doing so the project has supported health, road safety, sustainability, access and economic development objectives.

A five year masterplan was developed which sought to deliver a hub and spoke network of

cycle infrastructure, building up the network on an annual basis. Alongside this, awareness of the project was promoted by working closely with local community groups to deliver improved route signage, a new map for the area, events including an annual bike ride and school and business initiatives. A series of campaigns supported with local radio advertising was also developed on a seasonal basis to encourage residents to cycle more often.





The project has been delivered with a high level of community partnership working, ensuring that the project will continue to be sustained by the local community and instilling a greater sense of community ownership; factors which have contributed to the overall success of the project.

Delivering improved and new infrastructure has been a significant part of the project. To date just under £1m has been invested in Peterhead financed from a number of sources, including the Council's Strategy Unit, Roads and Landscape Service, Nestrans and Sustrans. In addition, £50k has been invested in softer interventions, including cycle parking, events, mapping that shows the town in terms of time taken to walk and cycle and promotional and marketing activities.

## Infrastructure

The Formartine & Buchan Way terminates at Peterhead, however at the start of the project, the route failed to make any connections to useful community facilities within the town. The route was therefore extended via a new 3m wide path to provide traffic free off-road access to Peterhead Academy, the Community Centre and a local Supermarket. The project has been incrementally improving the F&B Way through Peterhead to upgrade the poorly lit, narrow and often poorly drained path to provide a 3m wide, drained, shared use facility incorporating low energy LED lighting.

A number of 'missing links' have been addressed including new access from an existing cycle path to Balmoor Sports Park and Recreation facilities, a link which will be extended to the Formartine & Buchan Way. Funding is now in place to complete a further 500m section of path adjacent to the A90 which will then provide a complete 7.5km 'outer' path already popular amongst cyclists and runners.

Peterhead has two coastal paths which are useful routes for commuters and recreational walkers and cyclists. In response to community feedback both coastal paths have been lit incorporating LED lighting operating on a timer.

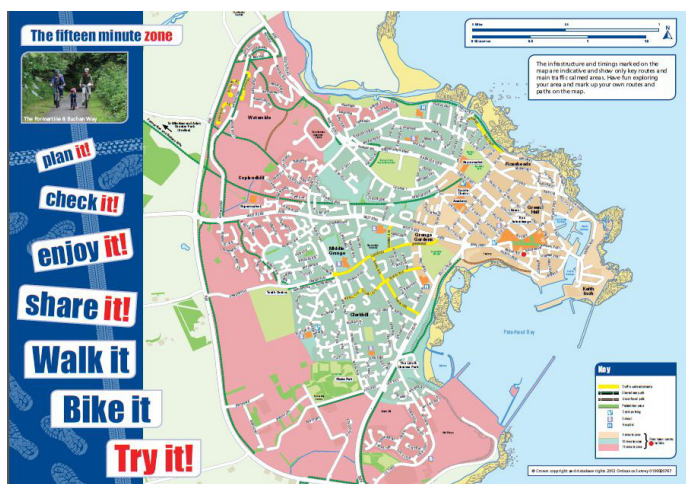
Bicycle parking has been improved within the town which now boasts covered bike parking at the community centre and a number of highly visible Sheffield stands throughout the town.

## Soft Interventions

It was an important consideration that residents of Peterhead would not be socially excluded from taking up cycling. The project worked in partnership with Peterhead Projects to help support a community bike recycling scheme with a view to making refurbished bicycles available to low income families. The project funded two community volunteers one of whom used the experience, as part of their Princes Trust experience, to achieve a Velotech Bronze standard as a means to sustaining the bike recycling scheme. Secure bike storage facilities were also provided at the bike workshop with additional secure on street parking at the retail outlet unit for the bikes.



Developing the idea that the CDT project would be self sustaining, six bicycles have been made available for use at Aden Country Park which will be managed and maintained by the Willow Bank Adult Day Care Centre. This provides the residents of the centre with an opportunity to manage the bike booking and maintenance and run the project as their own. A senior staff member has been trained through the CDT project to Velotech Bronze standard and will be taking part in the Silver accreditation as part of this project. Working with local health partners it is intended that the bikes will be available for use as part of an 'active' prescription.



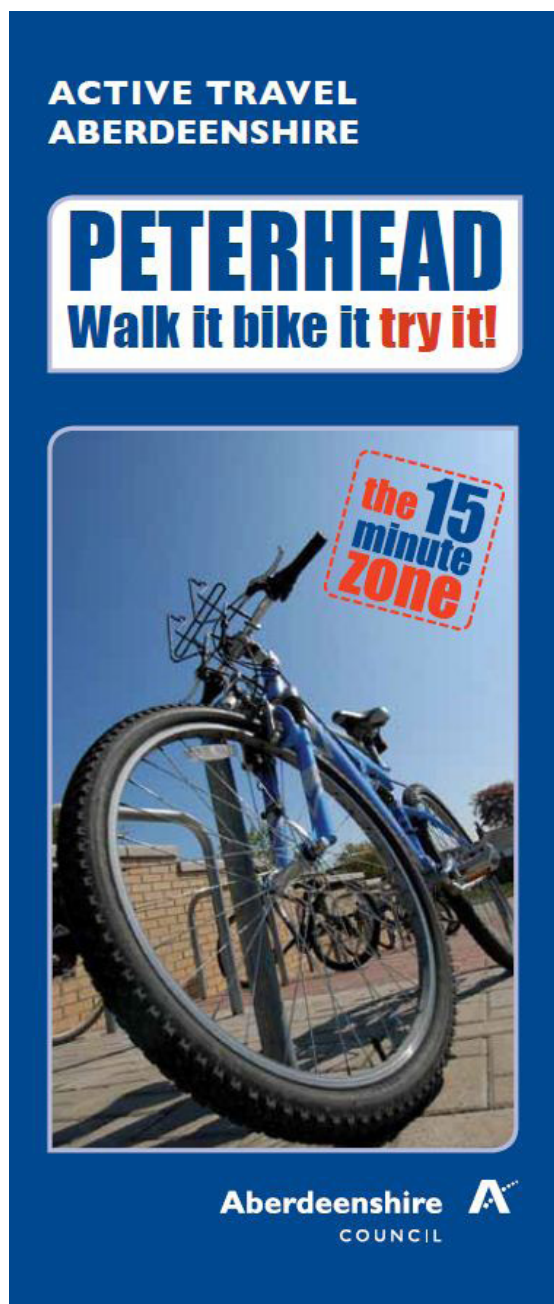
A key milestone in the project was the inaugural Aden Bike Challenge event developed to encourage families to cycle together and help raise awareness of the cycle routes and facilities available to local residents. The event was developed with a number of community partners and attracted some 250 family participants. The bike ride was developed with Chest Heart and Stroke Scotland as a charity partner alongside the NHS, Peterhead Projects, the Buchan Development Partnership, Getabout and Nestrans.

Peterhead was fortunate to host Cycling Scotland's Give Me Cycle Space campaign in 2011 and 2012. Aimed at raising awareness of drivers to young cyclists around schools the campaign seeks to reassure parents concerned about allowing their children to cycle. The inclusion of a show by stunt team The Riderz provided a useful talking point and helped engage pupils and local media.

## Monitoring

During 2011, a number of permanent monitoring sites were installed across Peterhead. While it is too early to draw conclusions from all of these sites, data obtained from a historical site suggests that cycling has been increasing year on year by a factor of 50%, from a base of 388 total trips at this particular site in 2009 to 945 in 2011.

Attitudinal surveys confirm that the project has encouraged around 38% of residents to cycle more often. Awareness of the CDT project has increased from 18% in 2011 to 66% in 2012. With this model in place, it is hoped that similar approaches could be adopted across Aberdeenshire; the overall result will be an increase in cycling as a mode of transport across the region.



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