



An Active Travel Strategy for Angus

Report

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JMP Consultants Ltd
CBC House
24 Canning Street
Edinburgh
EH3 8EG
T 0131 344 4950 F 0131 272 2805 E edinburgh@jmp.co.uk

www.jmp.co.uk
forwardthinking@jmp.co.uk
facebook.com/jmp.consultants
twitter.com/#!/_jmp
[linkedin.com/company/jmp consulting](https://linkedin.com/company/jmp_consulting)

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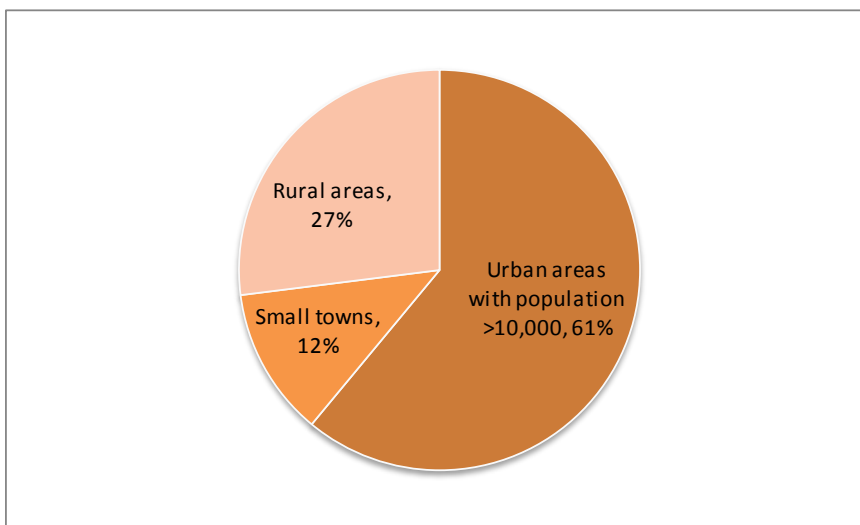
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1 An Active Travel Strategy for Angus

- 1.1 Investment in active travel has an overwhelmingly strong rationale. There is now widespread recognition of the contribution that active travel (be that walking, cycling, scooting, wheelchair use and other non-motorised modes) can make to a wide range of outcomes; for public health improvement, social inclusion, reducing the environmental impact of our transport system and for supporting local economic activity.
- 1.2 Active travel investment is, by transport standards, low-cost and quick to deliver. Many schemes also provide exceptional value for money; in this time of constrained public spending, investment in walking and cycling is relatively affordable and delivers great value for money in terms of achieving transport and broader policy objectives.
- 1.3 The Scottish Government’s Cycling Action Plan for Scotland (CAPS) 2013 recommends that every local authority in Scotland develops an Active Travel Strategy. Angus Council has developed this strategy to meet that recommendation. The Council also recognises that promoting walking and cycling can help to achieve the priorities set out within the Angus Single Outcome Agreement (SOA)¹.
- 1.4 Much of Angus is rural, so for many local residents the car is an important means of getting around; walking and cycling will always be challenging for some journeys. However, most of the population of Angus lives in or close to one of the main burghs:

Figure 1.1 Angus population by area type



Scottish Government Urban/Rural Classification 2013 – 2014

- 1.5 As such, there will be many short trips made in and around the towns (for work, to school, to shop). Fifty-two per cent of journeys made in the area are under 2km and around 64% under 5km²; distances ideally suited to being made by active travel modes by many people.

¹ More detail on the relationship between SOA priorities and active travel promotion are provided in Chapter 2

1.6 Car use is an exclusive means of transport for many people. One quarter of households in Angus do not have access to a car for private use², therefore journeys by active travel are necessary for many residents to be able to access employment, services and opportunities.

One third of journeys made in Angus in 2014 were on foot

1.7 The walking rate in Angus is higher than the Scottish average, which is an encouraging basis for this strategy to build upon. Of journeys undertaken in 2014 in Angus, 33% were on foot (compared with the national figure of 25%). The cycling rate is almost identical to that of the national average, with 1.3% of journeys in Angus made by bike, compared with 1.4% across Scotland².

1.8 The Council and its partners are already delivering a range of initiatives to promote active travel, and people are responding positively. Of particular note:

➤ In 2015, the Council established the Angus on the Go social marketing campaign to raise awareness of active and sustainable travel choices to local residents. Initial work has been enthusiastically welcomed by partners and members of the public;

➤ The Angus Cycle Hub provides support to individuals and groups who want to cycle more, through training, events and recycled bicycles, and is working hard to expand the services it offers.

➤ Paths Tay Health is an initiative led by NHS Tayside that, for many years, has been providing supported walking groups for individuals who are less active. Demand for its walks continues to outstrip capacity for them;

➤ The Angus annual walking and cycling festivals are now renowned throughout Scotland, and celebrate the landscape and environment of the region.

Between April and October 2015, Angus Cycle Hub supported over 1,700 people to cycle and provided over 650 hours of cycle training

1.9 Despite this, there is much more that can be done. When surveyed, 36% of Angus residents did not walk for utility purposes (for work, shopping or personal business) the previous day, which is a greater proportion than the Scottish average (33%)².

1.10 The strategy aims to encourage more people to walk and cycle more often, for functional as well as recreational journeys. It seeks to be relevant to all of Angus's residents, wherever they live and whatever their health and circumstances.

1.11 The strategy focuses on promoting active travel for short trips in the main towns (and their surrounding areas) and prioritises certain target groups (including car drivers and young people). By prioritising efforts in these areas, the strategy will bring about the biggest possible change in travel choices for the investment made in it.

1.12 By doing so, it is hoped that it is possible to change social norms so that all Angus residents consider active travel choices to be relevant and desirable alternatives to the car.

1.13 Although the focus is on walking and cycling, the strategy also promotes related modes, such as scooting and wheelchair use. It recognises that whilst not everyone can walk or cycle, many of those individuals can benefit from improvements to active travel infrastructure (such as dropped kerbs).

² Scottish Household Survey 2013/14: Local Area Analysis (published August 2015). Available from <http://www.transportscotland.gov.uk/statistics/scottish-household-survey-local-area-analysis>

1.14 This strategy sets out how Angus Council will deliver improvements to active travel networks, infrastructure and supporting activities to encourage and enable people to walk and cycle more. However, the Council recognises that effective implementation of the strategy relies on support and action by a range of organisations, and so there is cognisance of how it will aim to co-ordinate and build upon the efforts of all partners.

38% of households in Angus have access to one or more bikes

1.15 This strategy has been guided using insight from organisations that are currently involved in helping to promote walking and cycling in Angus; we thank all of those that have assisted with this strategy for their input.

2 A Strong Policy Rationale

2.1 There is confidence that investment in active travel in Angus is well supported by a range of national, regional and local policies.

National context

2.2 In 2010, the first Cycling Action Plan for Scotland was published with the vision that: “By 2020, 10% of all journeys taken in Scotland will be by bike”. It sets out 19 actions to achieve this, under priority headings of:

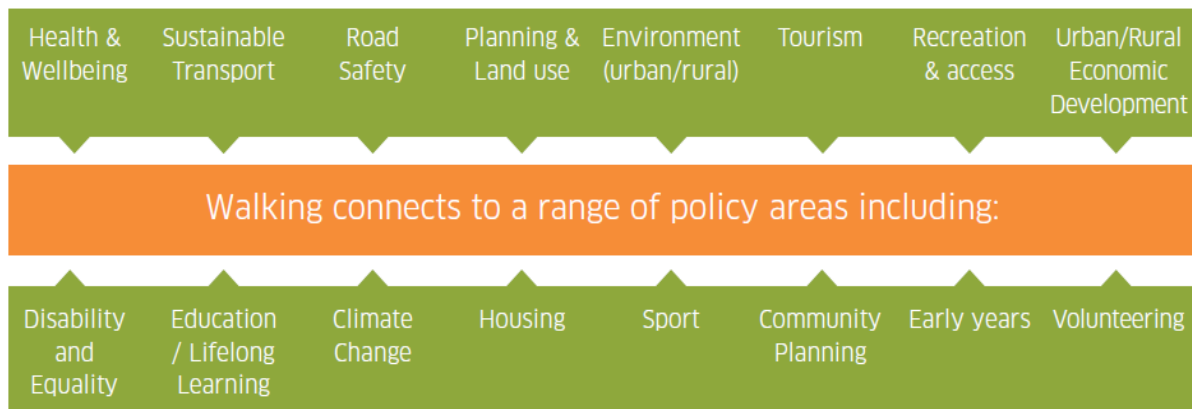
- “leadership and partnership;
- infrastructure, integration and road safety;
- promotion and behavioural change;
- actions and roles going forward;
- resourcing; and
- monitoring and reporting.”

*Angus received an overall rating of **3/5** in Cycling Scotland’s 2013 National Assessment of Local Authority Cycling Policy*

2.3 The 2013 update³ to the plan made the recommendation for active travel strategies to be prepared by all Scottish local authorities by the end of 2015.

2.4 Scotland’s National Walking Strategy⁴, published in 2014, sets out the policy benefits of walking (and which are relevant to cycling too), as depicted in Figure 2.1 below.

Figure 2.1 The benefits of walking



National Walking Strategy

2.5 There are three strategic aims of strategy which set out how outcomes will be delivered, namely to:

- “Create a culture of walking where everyone walks more often as part of their everyday travel and for recreation and well-being;

³ http://www.transportscotland.gov.uk/system/files/uploaded_content/documents/tsc_basic_pages/Environment/CAPS_2013_-_final_draft_-_19_June_2013_0.pdf

⁴ <http://www.gov.scot/Resource/0045/00452622.pdf>

- Better quality walking environments with attractive, well designed and managed built and natural spaces for everyone; and
- Enable easy, convenient and safe independent mobility for everyone”.

Regional and local context

2.6 At a regional level, Tactran’s Regional Transport Strategy (RTS Refresh 2015-2036) emphasises the importance of active travel promotion; this contains the following themes to bring about an increase in active travel in the region:

- “Strategic Integration;
- High Quality Infrastructure;
- Making Better Use of the Transport System; and
- Influencing Travel Behaviour”.

*Around **two-thirds** of all journeys made in Angus are less than 5km*

2.7 The RTS proposes a network of regional walking and cycling routes, which has influenced proposals for network improvements in this strategy.

2.8 Tactran also lead development of the Angus Health & Transport Action Plan, which through its Steering Group identifies measure for cross-agency working to increase use of active travel choices.

2.9 At a local level, the promotion of active travel supports all of the strategic priorities set out in the Angus Single Outcome Agreement 2013 – 2016 (SOA):

Table 2.1 Active travel's contribution to Angus SOA priorities

SOA Priority	How promoting active travel helps
Prosperous and Fair	Walking and cycling are the most inclusive transport modes Burgh centres are more vibrant if more people walk and cycle Walkers and cyclists contribute to the leisure and rural economy of Angus
Learning and Supportive	Children that are more active learn better at school The strategy will expand the support available to people that need help to walk or cycle more
Safe and Strong	The strategy will seek to reduce road danger, and the perceptions of that danger, for pedestrians and cyclists More people walking and cycling increases natural surveillance, reducing risk of crime
Caring and Healthy	Walking and cycling are some of the easiest way for people to build more physical activity into their daily routines Enabling people to walk or cycle for local journeys helps maintain independent living
Sustainable	Walking and cycling have negligible impacts on local or global environments

3 Objectives, Priorities and Partnership

AIM AND OUTCOMES

Angus Council aims to encourage and enable more people to walk and cycle more often

3.1 Achieving this aim will help meet a range of priority outcomes, including:

- Providing a more socially-inclusive transport system, so that everyone can readily access essential goods and services, regardless of their health, income or whether they have access to a car;
- Improve public health by increasing levels of physical activity, so reducing the risks of chronic illness that sedentary lifestyles create;
- Reduce traffic congestion, so making Angus’ burghs less polluted, and more pleasant places to be;
- Improve the economic vitality of Angus’ burghs by encouraging people to make use of local services, rather than travelling further afield;
- Promote Angus as a place to visit and stay, so promoting the rural and leisure economies.

STRATEGIC OVERVIEW

3.2 To achieve these outcomes, this strategy sets out actions that will reduce the main barriers to more people walking and cycling more often in Angus, which are that:

- Road traffic volumes and speeds create perceived safety risks and make walking and cycling unpleasant in many locations;
- Appropriate infrastructure is not always available for everyone to be able to get the locations they choose on routes that are accessible, convenient and pleasant;
- Many people do not have access to bikes or training to ride confidently;
- Many people do not know that walking and cycling routes are available for their journeys; and
- Social norms lead many people to choose alternative modes; walking and cycling are not always aspirational choices.

*On a typical day, more than **one third** of Angus residents do not walk*

3.3 The actions, which are set out in the next section, comprise investments in four broad types of measures; those which:

- Improve active travel route networks and other infrastructure;
- Improve information on active travel choices;
- Enable some of the people that feel they are unable to travel actively to do so; and
- Encourage more people to walk and cycle more often.

3.4 A further set of actions seeks to improve the leadership, governance, coordination and monitoring of efforts by Angus Council and its partners to deliver the aims of this strategy. These actions also seek to identify and gain access to external funding sources, to maximise the potential for investment in Angus.

***One quarter** of households in Angus do not have access to a car*

PRIORITISING INVESTMENT

- 3.5 Many of Angus' residents and visitors could walk and cycle more often, and doing so can help achieve many positive outcomes. However, this strategy recognises that not every desirable action can be delivered in the short term, and that prioritising of investment is required in order to maximise the benefits that can be achieved.
- 3.6 Angus Council will therefore provide initial priority to those measures that promote active travel for journeys in and around the region's burghs. It will aim to do so especially where walking and cycling can replace journeys currently made by car, and also seek to enable young people to travel actively.
- 3.7 When setting these priorities, Angus Council does not fail to recognise the benefits of active travel in other locations or by other people; nor does it suggest that it will invest only in measures in these priority areas. However, delivering these priority investments first will enable a significant uplift in active travel to be achieved, and a good basis for a long-term and sustained change in attitudes to active travel to be achieved.

PARTNERSHIP

- 3.8 Angus Council recognises that effective promotion of walking and cycling requires a partnership approach between public, private and third sector agencies. Its partners in the development and delivery of this strategy include:

Public sector partners

- Neighbouring local authorities;
- Tactran;
- NHS Tayside;
- Transport Scotland.

In 2014, 56% of primary school pupils in Angus walked, cycled or scooted to school

Private sector partners

- Bike shops and other providers of commercial cycling-related services;
- Abellio ScotRail;
- Major employers that encourage cycling;
- Visit Angus;
- Bus operators.

Third sector partners

- Angus Cycle Hub;
- Voluntary Action Angus;
- Local cycle advocates, clubs and interest groups;
- Sustrans;
- Cycling Scotland;
- CTC;
- Living Streets.

The 2015 Angus Cycling Festival attracted over 1,000 visitors

BUILDING ON GOOD PRACTICE

3.9 Angus Council and its partners are already engaged in a range of activities to promote active travel in the region, which this strategy can build on and enhance. Notable examples include:

- The Angus Cycle Hub is a not for profit social enterprise dedicated to developing Cycling in Angus. It has developed a broad ranging offer from its base in Arbroath and is enjoying a good level of support from the local community. Currently, the Hub helps people gain access to bikes, provides training and support for people to use them, and a range of events and activities to encourage more people to cycle;
- The Arbroath men's shed project has developed a bike recycling project, getting unused bicycles fit for use and giving a cost-effective way for people to get access to a bike;
- The Angus on the Go campaign is now available as an umbrella brand to bring together various strands of activities to promote active and sustainable travel choices. Current work is focussing on encouraging active travel choices to the Brechin and Forfar community campuses, including through engaging with school children to get them and their families to think about walking and cycling more often;
- Angus Alive is newly formed to help promote (amongst other matters) uptake of sport and physical activity. Its remit includes the promotion of outdoor activity, including walking and cycling;
- The Angus Health & Transport Action Plan provides a cross-sectoral view of work required to promote active travel. A steering group, chaired by Tactran and with representation from Angus Council, NHS Tayside and Voluntary Action Angus, guides implementation of the Plan;
- The Angus Walking and Cycling Festivals have become widely recognised events, drawing people from across the UK and overseas to Angus in order to enjoy the superb scenery and facilities that the region provides for walkers and cyclists. Organised activities are commonly over-subscribed and the scale of the events continues to grow.

4 The Angus Active Travel strategy in summary



5 Action Plan

5.1 In this section, we set out the actions that Angus Council (AC) and its partners will undertake in order to meet the aims and objectives of this strategy.

LEADERSHIP AND GOVERNANCE

Action number	Action	Lead Responsibility	Timescale
LG1	Lead the delivery of this strategy and update it when required	AC	On-going
LG2	Establish and offer to lead an Angus Active Travel Forum, drawing together representatives of public, private and third sector organisations with an interest in promoting active travel	AC	From Feb 2017
LG3	Appoint a Councillor Active Travel Champion to lead and inspire work to promote walking and cycling	AC	By Nov 2016
LG4	Actively identify and respond to opportunities to access third party funding to promote active travel	AC	On-going
LG5	Review policy and practice across all AC departments to identify opportunities to promote active travel, or where barriers to doing so may inadvertently be in place, and make amendments to these policies or practices where appropriate	AC	By Mar 2018
LG6	Taking a lead from the Active Travel Forum, identify and pursue opportunities to build capacity in communities and third sector organisations where these can deliver good value measures which support this strategy	AC	From Feb 2017

AUDIT AND MONITORING

Action number	Action	Lead Responsibility	Timescale
AM1	<p>Audit active travel facilities (on- and off-road routes for both pedestrians and cyclists) in and around all of Angus' burghs and identify improvements that are required to develop a coherent network of routes that will enable everyone, regardless of their needs, can access key destinations, including public transport stops, on foot and/or by bike on routes that:</p> <ul style="list-style-type: none"> ➤ Are coherent, direct, of good standard and well surfaced and lit ➤ Have accessible, safe road crossing points ➤ Are not unduly unattractive for pedestrians or cyclists by the speed and/or volume of passing traffic ➤ Are free from obstruction (including by parked vehicles), litter and overgrown vegetation are included in winter maintenance programmes ➤ Are appropriately signed 	AC	By Mar 2018
AM2	Engage members of communities in each of the burghs to understand their needs and aspirations for improvements to active travel networks	AC	By Mar 2018
AM3	Develop an active travel monitoring programme, identifying what quantitative and qualitative data will be collected in order that an understanding can be gained of who is walking and cycling in Angus, where, when and why they are doing so	AC	By Mar 2017
AM4	Produce a biennial Active Travel in Angus report, which will collate and publish data from the monitoring programme, along with summary information on progress towards each of the actions outlined in this strategy	AC	From Nov 2017

NETWORKS AND INFRASTRUCTURE

Action number	Action	Lead Responsibility	Timescale
NI1	Improve active travel networks in all the burghs in those locations where the audits identify improvements that can be delivered using good value interventions	AC	By Mar 2023
NI2	Seek to develop inter-burgh cycle routes on those priority routes identified on the map appended to this document	AC	By Mar 2023
NI3	Seek to ensure that all new developments are well connected to active travel networks and residential streets in new housing developments are designed to keep vehicular speeds at or below 20mph	AC	On-going
NI4	Work to expand capacity in communities to monitor maintenance of active travel networks and to resolve minor problems	AC	On-going
NI5	Create a library of shovel-ready active travel infrastructure projects, in order to be able to respond swiftly to funding opportunities	AC	By Mar 2017
NI6	Consider intervention measures in locations where the speed and volume of traffic is a significant barrier to active travel and where no feasible alternative routes for that traffic, or for pedestrians and cyclists, are available	AC	On-going
NI7	Investigate opportunities to reroute large vehicles, where practicable, away from those roads in the burghs that are particularly important links for pedestrians/cyclists and where road/footway widths are narrow	AC	By Mar 2018
NI8	Wherever feasible, ensure all Council facilities and other key trip attractors, including burgh centres, are well connected to active travel networks and have adequate covered cycle parking	AC	By Mar 2019
NI9	Whenever road improvements or maintenance is taking place, identify cost-effective opportunities to improve facilities for pedestrians and cyclists	AC	On-going
NI10	Where feasible, realign on-road sections of NCN Route 1 onto off-road paths, as part of an Angus Coastal Path	AC	By Mar 2023

INFORMATION

Action number	Action	Lead Responsibility	Timescale
I1	Maintain and proactively disseminate through print and electronic media up to date guides that will encourage and promote walking and cycling across Angus and in the burghs	AC	By Mar 2018
I2	Work with community groups to check that walk and cycle networks are accurately represented on other on-line media (cyclestreets.net, Google maps, etc) and lobby for updates where required	AC	On-going
I3	Develop, probably under the Angus on the Go brand, a website which will provide relevant information and links to other information sources, guides and services which aim to get more people walking and cycling more often in Angus	AC	By Jun 2017
I4	Ensure that the burghs' active travel networks, and directions to key destinations, are coherently and comprehensively signed	AC	By Mar 2019
I5	Improve signage of inter-burgh cycle routes, especially where attractive quiet road alternatives to main roads exist	AC	My Mar 2019
I6	Disseminate information, particularly through travel guides to key destinations, of how far can be walked or cycled in the burghs in relatively short times	AC	On-going
I7	Seek to ensure developers provide occupiers of new developments with information on active and sustainable transport networks and opportunities in the vicinity of the development	AC	On-going

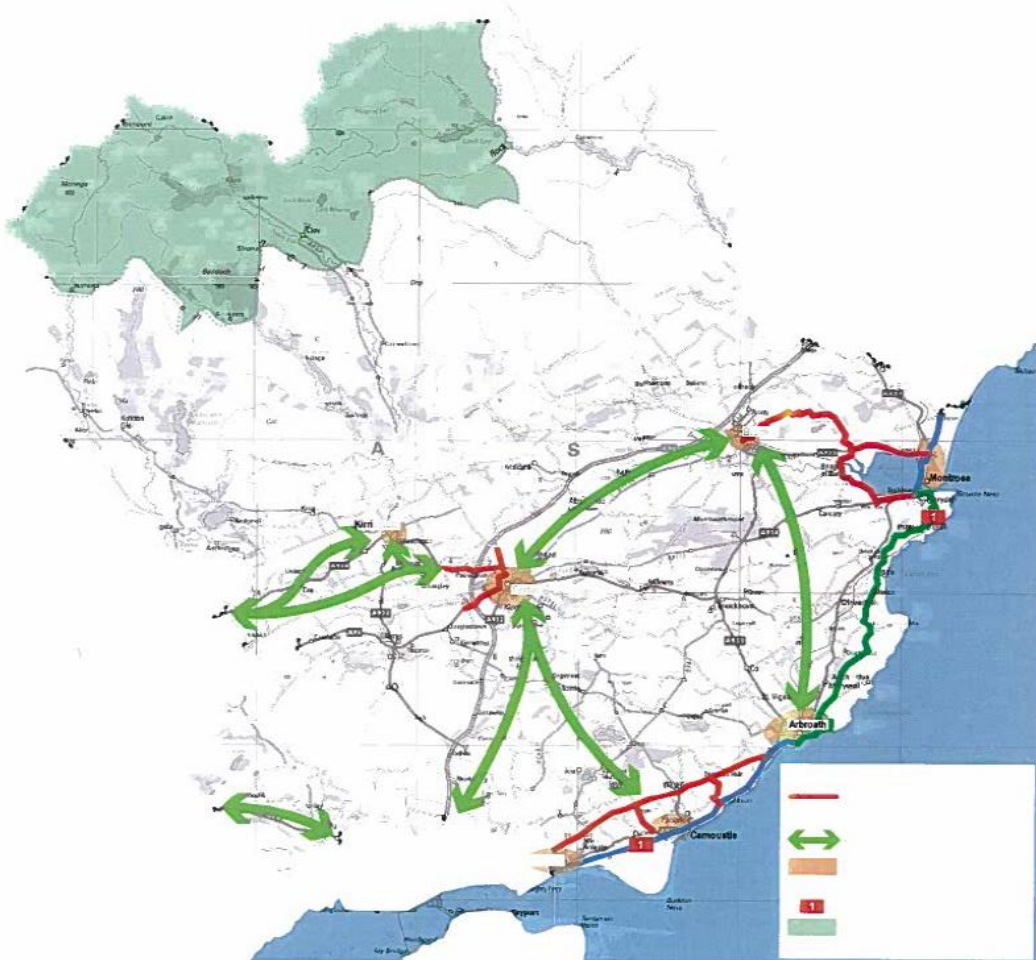
ENABLING WALKING AND CYCLING

Action number	Action	Lead Responsibility	Timescale
Ena1	Work with third sector and/or private sector partners to expand provision for and promote appropriate cycle training for adults and children, and deliver other initiatives that enable more people to cycle or walk	AC	On-going
Ena2	Work with third sector and/or private sector partners to expand provision for bike recycling schemes	AC	On-going
Ena3	Work with the NHS and third sector partners to expand provision health walks for members of priority groups (including older people, parents of very young children and people with mental wellbeing problems)	AC	On-going
Ena4	Encourage all primary schools to have a School Travel Plan in place which identifies appropriate improvements to active travel infrastructure and encourages the uptake of active and sustainable travel choices	AC	By Mar 2018

ENCOURAGING WALKING AND CYCLING

Action number	Action	Lead Responsibility	Timescale
Enc1	Continue to support and expand the reach of the Angus on the Go brand and accompanying campaign and events, in order to make walking and cycling aspirational activities for more people and provide on-going information and encouragement to make more use of active travel modes	AC	On-going
Enc2	Work with partners to expand the range and reach of events which promote active travel, including festivals, roadshows and mass participation events	AC	On-going
Enc3	Achieve (and subsequently retain) Cycle Friendly Employer status, and encourage all AC staff to walk or cycle whenever appropriate for commute and business journeys	AC	By Mar 2018
Enc4	Provide new intake pupils at all schools with relevant information on active and sustainable travel choices for their journeys between home and school	AC	From Aug 2017
Enc5	Encourage all large workplaces in Angus to promote active travel options for their staff and visitors	AC	On-going
Enc6	Implement campaigns and training initiatives that promote safer and more responsible driving	AC	From Aug 2017
Enc7	Increase the use of social prescribing of walking and cycling by health professionals for people with relevant mental and physical health issues	NHS Tayside	On-going

Appendix A



Network Enhancements Map