

FINAL REPORT



30/03/2020

Angus Active & Sustainable Travel Action Plan 2020-24

Client: Angus Council

Final Report

ANGUS ACTIVE & SUSTAINABLE TRAVEL ACTION PLAN 2020-24

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1 INTRODUCTION

The way people travel has a huge impact on our economy, health, environment and the resources available for future generations. It is no surprise that vibrant places to live, work and play offer access to high quality active and sustainable transport choices. Being able to travel, and the ease at which that can happen, also has profound consequences on people's lives by shaping their access to services, amenities, employment and social networks.

This Action Plan has been developed in consideration of the role that active and sustainable modes of travel has in offering choices to people for their everyday journeys around Angus. It is a product of evidence-based research, combined with input and contextual experience from key stakeholders.

The process for developing the Action Plan focussed on identifying actions that, when implemented, can help improve access to goods, services, amenities and employment by facilitating an increase in the regular uptake of active and sustainable travel among residents of, and visitors to Angus. During the development process, eight themed areas for change were identified, each containing a number of actions intended to support progress and improvement in offering active and sustainable travel as a viable and attractive option for Angus residents.

It is fully recognised that the potential for full implementation of these actions is relative to, and heavily influenced by, a combination of factors relating to; available funding, internal and external capacity, time and sequencing elements and feasibility. However, it is hoped that through this Action Plan, where a detailed understanding of priority areas for action and for change has been identified, that with sufficient momentum, political will and appropriate resources, choosing to take the active and sustainable travel option can become the norm for all population groups and communities across Angus.

Although developed entirely independently, this Action Plan has been designed to sit alongside and compliment the Angus Active and Sustainable Travel Strategy, previously developed by SYSTRA (in 2019).

1.1 Structure of Report

There are three remaining sections to this report and two appendices:

- Section 2 summarises the method used in preparing this Active and Sustainable Travel Action Plan;
- Section 3 contains the Action Plan;
- Section 4 considers monitoring and evaluation;
- Appendix A contains an Active and Sustainable Travel Outcomes Framework;
- Appendix B summarises a range of actions that were identified whilst developing the Action Plan, but did not receive sufficient support from stakeholders to justify their inclusion in the Action Plan; and
- Appendix C contains a summary of the findings of an online survey, which was designed to gather stakeholder feedback about a list of possible measures for inclusion in the Action Plan.

2 METHODOLOGY

The development of this Active and Sustainable Travel Action Plan was undertaken in three stages; (i) Desktop Review, (ii) Telephone Interviews, and (iii) Online survey.

2.1 Desktop Review

A desktop review of relevant strategic transport and community planning documents and policies for Angus was undertaken, to ensure that the content of this Action Plan aligns with and supports Angus Council's strategic intentions for Active and Sustainable Travel. Specific attention was also given to the content of the "Angus Active and Sustainable Travel Strategy"¹.

Analysis of these documents provided a variety of information about potential areas for action. This, in turn, informed the development of a framework, upon which key areas for action could be directly linked to, and contextualised with, Angus Council's stated strategic and priority outcomes. This "Active and Sustainable Travel Outcomes Framework" is attached in Appendix A. A draft of the framework was circulated to participants of the telephone interviews (stage (ii)) as an initial reference document for discussion. Participants were requested to focus particularly on a draft list of 13 "High Level Actions" – these were a specific output from the review of key local documents relevant to the active and sustainable transport landscape of Angus, and formed the basis for deeper discussion and exploration during the next stage of this Action Plan development – i.e. Telephone Interviews.

2.2 Telephone Interviews

The Roads & Transportation team at Angus Council identified nine stakeholders, potentially interested in contributing to this stage of the development process. These stakeholders represented a variety of organisations² and were deemed to have a grounded knowledge in issues relating to, and concerning, the opportunities and challenges associated with improving take-up of active and sustainable modes across Angus.

Six stakeholders (Angus Council (n=3), Elected Members (n=2), Tactran (n=1)) agreed to participate in a telephone interview. In advance of the interview, participants were emailed a copy of the draft "Active and Sustainable Travel Outcomes Framework", referred to above, as well as a copy of an Interview Schedule. This approach permitted all participants to review the questions and associated contextual diagram in advance of the interview, in order to maximise the information return from the 30-minute telephone conversation.

Notes taken during the telephone interviews were subsequently returned to the individual participants for their review. Agreement that their contribution had been accurately and appropriately represented was also sought and obtained.

A content analysis of the contributions made by telephone participants was undertaken, with recurring themes, actions and suggestions extracted and used to inform the structure, content and format of an online survey – the next stage in the development process of Angus Council's "Active and Sustainable Travel Action Plan". This analysis revealed eight key themed areas, each with a variety of specific and contextualised actions, that were reasoned to be relevant to this action plan for Angus. The eight themed areas identified were as follows:

- Infrastructure – Building new
- Infrastructure – Maintain existing
- Infrastructure – Associated Supportive Measures
- Governance
- Communication
- Walking, Cycling and Sustainable Travel Initiatives
- Resources
- Monitoring and Evaluation

A number of Angus-specific challenges relating to a variety of natural and historical factors emerged during analysis of the telephone discussions and are worthy of noting here. Specifically, the following issues were highlighted as presenting unique challenges to implementing a comprehensive action plan for active and sustainable travel that is suitable and relatable across all sectors of the wider Angus community. These issues therefore require specific consideration in regard to how this action plan is developed, funded and implemented:

¹ Developed by SYSTRA in early 2019

² Angus Council, Community Planning Partnership, Tactran, Elected Council Members, NHS

- The topography of Angus – i.e. the contrasting hills and glens of Angus present varying types and degrees of challenges for successfully implementing actions, particularly those related to active travel
- Population dispersal – the distribution of the main centres of population across Angus, with large areas of rurality in between, presents challenges for addressing the variable requirements of active and sustainable travel suited to both; (a) town centres and (b) rural areas
- Location of rail lines – i.e. the placement of rail lines only on the coastal side of Angus, with a dearth of any functional rail infrastructure going inland or across Angus.

Combined, these issues have the potential to significantly limit and restrict the ambition of delivering a comprehensive active and sustainable travel action plan, that reflects and responds to the specific needs and requirements of a diverse Angus population.

2.3 Online Survey

An online survey was developed for the purpose of gathering further feedback about a range of more detailed actions, developed from the combined outputs of the preceding steps outlined above.

These detailed actions were listed under each of the eight previously mentioned key themed areas, which emerged from the analysis of the telephone interviews. Participants to the survey were invited by Angus Council's Roads & Transportation team and included representatives from a range of different organisations³. Participants were invited to read the list of proposed actions listed under each of the eight themed areas, and within each themed area, to rate the actions according to the level of priority they would assign.

The results of the online survey are summarised in Appendix C.

³ Angus Council, NHS, Community Planning Partnership, Tactran, Chamber of Commerce, Community Council

3 ACTION PLAN

The aim of this Active and Sustainable Travel Action Plan for Angus is to bring together an evidence-based range of actions that can, when implemented, help to improve access to goods, services, amenities and employment by facilitating an increase in the regular uptake of active and sustainable travel among residents of, and visitors to, Angus. The recommended actions detailed below have been informed by all of the preceding stages outlined above. In particular, the data obtained by the online survey has provided a contextual and Angus-specific focus to the list of actions detailed in the plan below.

In presenting this “Active and Sustainable Travel Action Plan for Angus”, consideration has also been given to the context in which the proposed actions would be implemented - by acknowledging the relative contribution and impact that factors such as; funding, human resources, time, partnerships, feasibility and the political landscape, can have on successful realisation of the action plan.

To this end, and to better support Angus Council and its delivery partners with implementation, each of the actions listed below has been selected based on the following criterion; within each of the eight categories – actions that – from the survey results - had a combined “high priority” and “essential” rating of 50% and above, were included. This selection criterion was made with the intention of helping to better identify priority areas for action and therefore help to identify where resources should best be deployed, based on the results of the desktop review and input from key participants at various stages of this action plan development process.

The Action Plan and the strategic context in which it sits is summarised in the diagram in Appendix A.

This prioritisation process has resulted in 12 actions, from different categories, not being included in the Action Plan. It is not intended to dismiss the remaining actions as irrelevant - there may still be a place for these actions in the future, for example; when progress has been made on some of the higher priority actions listed in the table below, or when appropriate changes have occurred in the financial and political landscape. All of the 12 actions omitted from this action plan are listed in Appendix B.

To further support Angus Council and its delivery partners with implementation, actions listed below have been colour coded based on their considered priority. Green denotes short-term quick wins, within a limited budget. Amber denotes actions that require more thought and work in the short to medium term and an associated increase in cost, while red denotes an action that is comparatively very difficult and/or costly to implement but is potentially very worthwhile to deliver. Ultimately, Angus Council should consider the business case for implementing each action before any implementation decisions or any decisions to invest in delivery are made.

This structure also allows for proposing appropriate monitoring and evaluation metrics to be considered for each action. Undertaking appropriate monitoring allows Angus Council and delivery partners to assess whether measures implemented have been working, as well as help to identify actions taken that are not yielding any change. These markers will then help to inform the direction and scale of change required to achieve targets agreed by Angus Council and delivery partners, that will demonstrate a positive impact on active and sustainable transport among Angus residents and visitors.

The telephone interviews identified a number of other issues that need to be acknowledged in the context of developing and implementing an Active and Sustainable Travel Action Plan for Angus, namely the challenges associated with the unique topography, population distribution and location of rail infrastructure across and within Angus (see section 2.2). In developing this Action Plan, attempts have been made to be mindful of these distinct features, which may be considered fixed and constant, when proposing the actions that have been listed. This has been partly facilitated by data and potential solutions that emerged from participants of both the online survey and telephone interviews.

A few further issues were considered worthy of frequent mention among telephone interview participants and were also a feature of the desktop review analysis. These issues are considered significant in the context of developing this Action Plan and are outlined further here, for the purpose of qualifying their mention/emphasis within the Action Plan. Specifically:

- The importance of ensuring the relevance of this Action Plan for the entire population of Angus was repeatedly declared. Specific reference was made to ensuring that vulnerable and minority populations, e.g. elderly, mental health groups and isolated rural communities - are included and considered with regards to the types of actions proposed. Community input into implementing this Action Plan was also considered an essential element.

- Specific distinction was made with regards to the types of actions needed to increase/improve uptake of active and sustainable travel **BETWEEN** and **WITHIN** the eight burghs of Angus. Data from each of the three stages undertaken to develop this Action Plan, all point towards distinctive actions which take account of the diverse surroundings, use of, distances involved and infrastructure relative to travelling from one end of a populated town to another, compared to travelling on what are often very often narrow, country roads surrounded by fields and verges. Journeys **within** towns tend to also be shorter in duration, compared to travelling from a rural location, or **between** towns. Due regard should be given to these issues in relation to active travel as well as public transport provision.
- Connectivity was also considered to be worthy of particular consideration when developing this Action Plan – specifically, to consider how best public transport can connect towns more directly (without having to travel via Dundee, for example), as well as improving connectivity between public transport and active travel so that people in Angus are offered a significant opportunity for combining sustainable and active transport by, for example, combining a train journey with what could, for some residents, be a very feasible walking/cycling journey.

The framework upon which the resultant Action Plan is structured is intended to strengthen driving forces for change and/or mitigate restraining forces against change and support the increased uptake of active and sustainable travel around and within Angus.

Finally, for the purposes of reducing repetition and maximising space in the table below, 'Sources of funding' have been reduced to an acronym within the table. The corresponding full names of the funding sources are listed here for reference:

- SCSP – Smarter Choices, Smarter Places (administered by Paths for All)
- CWSR – Cycling, Walking, Safer Routes (administered by Transport Scotland)
- LCTT – Low Carbon Travel and Transport Challenge (administered by Energy Saving Trust Scotland)
- STC – Switched on towns and Cities (administered by Transport Scotland)
- PfE – Places for Everyone (administered by Sustrans)
- RATDF – Regional Active Travel Development Fund (administered by Tactran)

3.1 Delivering New Infrastructure & Services

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
Focus on developing better public transport routes BETWEEN towns to improve regional connectivity	<p>Undertake a full review/audit of current public transport provision operating between each of the eight Angus burgh's.</p> <p>This should include review of; number of services, frequency, start/finish times, routes, suitability of transport for vulnerable populations; elderly, blind, parents (with buggy's); etc.</p> <p>This review should be undertaken in consultation with key community groups who can inform the Council of their public transport requirements, so as to better inform the focus of the review.</p>	<p>Number/ type of consultation undertaken with key community groups to inform the review focus</p> <p>Number of reviews/ audits taken (between eight burgh's)</p> <p>A list of key issues identified from the audit's requiring further action</p>	These assessments could be undertaken within 2020/21, with a view to progressing specific areas identified for action from the audit/review outputs during 2021-2024	<p>Angus Council</p> <p>Community Groups</p> <p>Stagecoach Strathtay (Strathtay) and other local bus providers</p>	£	Time and funding for audit
Focus on building quality and appropriate cycle and foot pathways WITHIN towns that connect services for residents around the town	<p>Deliver the recommended actions identified in the TACTRAN active travel community audits, undertaken in 2017 for five large communities in Angus⁴.</p> <p>Additional community audits could be undertaken to fill any gaps in knowledge in other Angus communities, e.g. Kirriemuir</p>	<p>Number of additional community audits completed</p> <p>Number of priority areas identified for improvement by;</p> <ul style="list-style-type: none"> Quality Level of service 	These audits could be undertaken within 2020/21, with a view to progressing specific areas identified for action from the TACTRAN outputs during 2021-2024	<p>Angus Council</p> <p>Community Groups</p> <p>TACTRAN</p>	£	Time and potential funding from; CWSR RATDF
Design and build foot pathways that can be shared spaces without conflict, e.g. suitable for prams, wheelchairs, blind/partially sighted people	Drawing from information gathered in the TACTRAN audits, identify specific sites and locations that would benefit from improved design features, resulting in an improved pedestrian experience (for all).	<p>Number of sites identified for improvement</p> <p>Types of improvements identified</p> <p>Number of improvements undertaken and completed</p>	These actions will likely follow on from completion of the TACTRAN audits and therefore are less immediate, and more appropriate for delivery in 2021-24.	<p>Angus Council</p> <p>Community Groups</p> <p>TACTRAN</p>	££	Time and potential funding from; CWSR PFE RATDF

⁴ See: <https://www.tactran.gov.uk/ActiveTravelAudits.php> for details.

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
	These design features (and locations) should be undertaken in consultation with key community groups who can inform the Council of their specific requirements, e.g. wheelchair users, blind/partially sighted, elderly.					LCTT
Improve connectivity between foot/cycle pathways and public transport	<p>Drawing from information gathered in the TACTRAN audits, identify specific sites and locations WITHIN towns that would benefit from improved connectivity between public transport and foot/cycle pathways.</p> <p>Review other existing foot/cycle pathways BETWEEN towns to assess whether additional connectivity to public transport is required.</p>	<p>Number of sites identified for improvement</p> <p>Types of improvements identified</p> <p>Number of improvements undertaken and completed</p>	These actions will likely follow on from completion of the additional TACTRAN audits and therefore are less immediate, and more appropriate for delivery in 2021-24.	<p>Angus Council</p> <p>Community Groups</p> <p>Strathtay and other local bus providers</p> <p>TACTRAN</p>	£££	<p>Time and potential funding from;</p> <p>CWSR</p> <p>LCTT</p> <p>PFE</p> <p>RATDF</p>

3.2 Maintaining Existing Infrastructure

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
Maintain reliability and frequency of bus services WITHIN and BETWEEN towns	<p>As part of the review/audit of current public transport provision operating BETWEEN each of the eight Angus burgh's (Section 3.1), public transport services that are currently working well should also be identified – actions can then be identified to ensure that these services continue. These need to be considered in the context of actions outlined in Section 3.1.</p> <p>In conjunction with the second action listed in Section 3.3, a full assessment of</p>	<p>Number of reviews/audits taken (between eight burgh's)</p> <p>Numbers of bus services identified as currently working well</p> <p>A list of key issues identified from the audit of public transport WITHIN towns that require further action</p>	These assessments could be undertaken within the next financial year, 2021/22, with a view to progressing specific areas identified for action from the audit/review outputs during 2022-2024	<p>Angus Council</p> <p>Community Groups</p> <p>Strathtay and other local bus providers</p>	££	<p>Time and potential funding from;</p> <p>Capital budget (Angus Council)</p>

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
	public transport services WITHIN towns should be undertaken, to ensure that they are meeting the needs of users, and in particular, the more vulnerable members of the Angus community, e.g. elderly, blind/partially sighted. (This review should be undertaken in consultation with key community groups who can inform the Council of their public transport requirements, so as to better inform the focus of the review).					
Keep verges and trees on roads WITHIN and BETWEEN towns well maintained to improve visibility and safety for everyone	<p>The current frequency/timing and type of verge maintenance servicing WITHIN each burgh and on roads in BETWEEN burghs is twice yearly, which is a reduced service, due to budget cuts.</p> <p>Where possible, review and revise the verge maintenance service strategy with the relevant departments within Angus Council. This might include a mechanism for members of the community to raise issues with the Council.</p> <p>Explore the desirability and feasibility for certain verge maintenance activities to be supported by community volunteers.</p>	<p>Number of times verge/tree maintenance is undertaken WITHIN towns on an annual basis</p> <p>Number of times verge/tree maintenance is undertaken BETWEEN towns on an annual basis</p> <p>Number of related resident complaints / requests for action.</p>	This should be done in direct partnership with the appropriate departments within Angus Council, and based on budget provision and planning, performance should be carefully monitored over the period of this action plan (2020-24)	<p>Various teams within Angus Council</p> <p>Community groups (to assist with identifying key risk areas and potentially, to help deliver certain actions)</p>	££	Revenue budget within Angus Council
Maintain the quality of foot pathways so that they are useable, attractive and connected	Drawing from information gathered in the TACTRAN audits, foot pathways that have been identified as currently being of appropriate quality (i.e. useable, attractive, connected), should be included in an appropriate programme of maintenance - established to ensure the foot pathways continue to function at an appropriate level. This programme of work should also ensure these foot pathways are considered for integration into any future planning or	<p>Length of footways that are currently maintained.</p> <p>Number of items brought to the Council's attention (by the community).</p> <p>Number and type of tasks undertaken (per annum) to maintain these foot paths to current (or improved) quality.</p>	This should be done in direct partnership with the appropriate departments within Angus Council, and based on budget provision and planning, should be included as part of the Council's existing regular maintenance programme over the period of this action plan (2020-24)	<p>Angus Council (various departments)</p> <p>Community Groups</p>	£££	<p>Time</p> <p>CWSR</p> <p>RATDP</p> <p>Angus Council Capital budget</p>

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
	building actions, that may develop as an output from Section 3.1	Frequency of maintenance reviews and actions.				
Maintain the quality of existing cycle pathways; i.e. segregation infrastructure, road surface, paintwork	Drawing from information gathered in the TACTRAN audits, cycle pathways that have been identified as currently being of appropriate quality (i.e. useable, connected, has appropriate segregation infrastructure or paintwork), should be included in an appropriate programme of maintenance - established to ensure the cycle pathways continue to function at an appropriate level. This programme of work should also ensure these cycle pathways are considered for integration into any future planning or building actions, that may develop as an output from Table 3.1	Number of cycle pathways currently considered to be of appropriate quality Number and type of tasks undertaken (per quarter) to maintain these cycle paths to current (or improved) quality	This should be done in direct partnership with the appropriate departments within Angus Council, and based on budget provision and planning, should be built up gradually to a full and regular maintenance programme over the period of this action plan (2020-24)	Angus Council (various departments) Living Streets Scotland Community Groups	£££	Time CWSR RATDP Angus Council Capital budget
Implement a “clean streets” initiative that focuses on making foot pathways attractive, i.e. clear of dog fouling and litter	Develop a “clean streets” programme of work which, in addition to the provision of supportive physical infrastructure (see Section 3.3), also has a comprehensive communications strategy linked to it. This is so as to help establish it as a cohesive community and Council effort/initiative.	A “clean streets” programme of work, identifying: <ul style="list-style-type: none"> • Production of a communication and marketing strategy to promote how and where people in Angus can help ‘keep Angus clean’ (or broken down by burgh, instead of by whole local authority area) • Number of messages/promotions developed • Number and type of promotional messages circulated by; social media, poster, web-site, etc 	This action should be undertaken in conjunction with the ‘Litter Disposal Area’ action listed in Section 3.3. Combined, these actions can be undertaken as a development project from late 2021 through to late 2022, with a view to developing a maintenance programme for the duration of this action plan – to 2024	Angus Council (various departments) Community Groups	Time and £	Time SCSP PFE Angus Council Environmental Health/ Waste Strategy Department Social Housing Fund

3.3 Supportive Measures Associated with Infrastructure

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
Install “Litter Disposal Areas” for people to dispose of dog fouling and litter appropriately, but without adding to street ‘clutter’	As part of a wider ‘place’ audit – or drawing on TACTRAN audits, specific zones or areas within Angus towns/burgh’s should be identified as “Litter Disposal Areas” – where people can easily dispose of litter and dog fouling etc. This infrastructure needs to be simultaneously put in place with adequate and appropriate signage/notices for the Angus population – also to link with ‘Communication strategy’ actions in Section 3.2	Number of ‘Litter Disposal Areas’ identified and established within towns across Angus Number of signs/notices erected signposting people to ‘Litter Disposal Areas’, in each town in Angus Number of complaints about dog fouling/litter	This action could be initiated in mid 2021 but should be undertaken in conjunction with the ‘Clean Streets’ action listed in Table 3.2. Combined, these actions can be undertaken as a development project from late 2020 through to late 2021, with a view to developing a maintenance programme for the duration of this action plan – to 2024.	Angus Council (various departments) Community Groups	££	Time only Council core budget
Where necessary, install covered bus-stops outside or near GP/Health Services and council offices to support access for vulnerable populations	Drawing from information gathered in the TACTRAN audits and also from Strathtay (and other bus providers), identify specific sites and locations WITHIN towns that would benefit from installing covered bus-stops at GP clinics and Council buildings, within all towns/burgh’s in Angus. A consultation process with vulnerable populations is essential, to best understand need and demand.	Number of consultation engagements with identified vulnerable community groups. Number (and locations) of additional covered bus stops installed, for each town in Angus.	This action will require some detailed reconnaissance work and will also need to be done in direct partnership with community groups and bus providers to each of the towns. This has the potential to delay any potential infrastructure installation, in addition to identifying appropriate funding sources. For this reason, an estimated starting time of early-mid 2021 is suggested.	Angus Council Community Groups Strathtay and other local bus providers	££	Time Strathtay (& other bus providers) Angus Council Capital budget
Install appropriate level and type of cycle parking/storage in	As part of a Tactran audit (or similar), specific areas within Angus towns/burgh’s should be identified as appropriate locations for installation of appropriate cycle parking/storage.	Number of appropriate quality cycle parking/storage units installed, in each town in Angus	This action will require some detailed reconnaissance work. It will also require a	Angus Council Community Groups	££	CWSR Capital budget

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
key places in towns (i.e. secure, well-lit)	Simultaneously, appropriate signage and notices drawing people's attention to their location/presence should also be erected.	Number of signs promoting presence of cycle parking erected, in each town in Angus	reasonable level of funding, and so to allow time to identify appropriate type and level of funding sources, an estimated starting time of early-mid 2021 is suggested.			PFE Sustrans' School Cycle & Scooter Parking Fund Cycling Scotland's "Cycling Friendly" initiative Social Housing Fund Angus Council Revenue Budget (signage) SCSP (signage)

3.4 Governance

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
Create regular community engagement opportunities, appropriate to the needs of different groups (e.g. disability, elderly, businesses, residents etc)	Throughout this Action Plan, the importance and need to appropriately engage with particular community groups and vulnerable populations, to better inform potential actions and decisions, has been identified. How to adequately engage with the most appropriate community group, in the timeliest manner, is often challenging. For this reason, there are two related actions identified here:	Production of a community engagement strategy Potential recruitment of an engagement/recruitment specialist to support development and implementation of an engagement strategy Number of people/groups/special interest groups engaged	This action has to be a high and immediate priority, as it forms the basis for undertaking many other of the actions listed	Angus Council Potentially an engagement and recruitment specialist Community groups	£	Time SCSP

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
	<ol style="list-style-type: none"> 1. Develop a community engagement strategy/ approach, which best identifies how, when and who to approach for support with specific tasks/input 2. Consider working with a recruitment/ engagement specialist that has a specialist skill set, honed to support different businesses and/ or target specific groups/ populations 					
Identify and engage additional partners who can provide expert and topic specific input and resources, e.g. health, social care, leisure, youth groups, public transport providers etc.	<p>For each of the actions set out here, a list of relevant and appropriate partner organisations should be developed. Some considerations when developing this list include:</p> <ul style="list-style-type: none"> • Relevance to action identified • Potential to share resources • Have they topic specific information/expertise? • Geographical location • Network connectivity – do they work with other key partners? • Potential capacity to undertake/ share actions <p>Develop an engagement strategy to work with appropriate partners (for specified actions), based on information drawn from the reconnaissance list.</p>	<p>Production of a list with identified key partners (& key information)</p> <p>The production of an appropriate engagement strategy to work with the most appropriate partners, at the most appropriate times, for specific actions.</p> <p>Outputs / outcomes associated with delivery of the strategy</p>	This action has to be a high and immediate priority, as it forms the basis for undertaking many other of the actions listed.	<p>Angus Council</p> <p>Many potential partners, e.g.;</p> <ul style="list-style-type: none"> • NHS • Leisure industry • Schools • Youth groups • Support groups (e.g. blind, parents) • Public transport companies • Third sector 	£	Time only
Establish a direct, two-way communication pathway specific to 'Active and Sustainable Travel' activities, between Angus Council's	As the Communities team provides direct access to local action and communities groups, it is important for the Transport team to develop an appropriate means of communicating and sharing	<p>List of existing opportunities to work with Communities team</p> <p>List of potential opportunities to work with Communities team</p>	This action has to be a high and immediate priority, as it forms the basis for undertaking many other of the actions listed.	<p>Angus Council:</p> <ul style="list-style-type: none"> • Transport Team • Communities team 	£	Time only

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
Transport and Communities teams	<p>information with them (and potentially other departments too, in time).</p> <p>Identify key existing opportunities for knowledge exchange and engagement opportunities between these two teams.</p> <p>Identify (using this Action Plan as a starting point), any known gaps or opportunities to further engage with very specific input/ support from the Communities team, and develop a communication process to match requirement</p>	<p>Establishment of communication channels/pathways to share information (e.g. internal comms/social media, intranet page, quarterly meetings)</p> <p>Number of times both teams have used any of the established communication channel (monitor type of communication also).</p> <p>Outputs / outcomes associated with delivery of measures implemented</p>		<ul style="list-style-type: none"> Communications team 		
Establish a Partners' Delivery Forum – providing a mechanism to improve co-ordination of identifying, implementing and resourcing active and sustainable travel	<p>This action is directly linked to the second action in this Section (3.4) – 'Identify and engage additional partners' – and provides an opportunity to develop this action to the next stage, once the key delivery partners have been identified.</p> <p>A formal and regular opportunity for all identified partners to come together, to collectively and productively identify common goals, co-ordinate responses and actions and, as a group, take responsibility for driving the active and sustainable travel agenda forward, in terms of political commitment, resource allocation and effective implementation.</p>	<p>Establishment of a Partner's Delivery Forum.</p> <p>A paper outlining issues, e.g.:</p> <ul style="list-style-type: none"> Purpose of the Forum Common goals Resource potential Opportunities for co-ordinating efforts <p>Number of times this Forum meets</p> <p>Outputs from this Forum</p>	<p>This action is important but will take some time to identify who should be part of it, and also for Angus Council to identify resources to dedicate to it. For this reason, a starting time of late 2020 is suggested.</p>	<p>Angus Council</p> <p>Third Sector</p> <p>NHS</p> <p>Leisure</p> <p>Transport</p> <p>Other partners identified in previous reconnaissance exercise</p>	£	<p>Time and some resource to undertake administration duties to co-ordinate and host a regular forum</p>

3.5 Communication

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
Develop, distribute and maintain easy-to-read and easily accessible bus route timetables (to meet the needs of different populations)	<p>Meet with specific vulnerable populations and identify their transport timetable requirements</p> <p>Produce bus timetable information in formats that respond to the needs of population groups in various towns and communities across Angus</p>	<p>Number of different community engagement activities to share key information</p> <p>Number of formats of new, easy to read bus route timetables developed; i.e. electronic, print, social media messaging</p> <p>Number of new, easy to read bus route timetables distributed</p>	<p>This will be led by a partner organisation and will require input from a number of external community sources. It will also require design and development input and resourcing, for a variety of formats.</p> <p>For this reason, the timing for this action is suggested as mid-late 2021</p>	<p>Strathtay</p> <p>Other bus providers</p> <p>Community groups</p> <p>Communities team (Angus Council)</p>	£	<p>Strathtay</p> <p>Other bus providers</p> <p>SCSP</p>
Use Plain English to explain what is meant by 'Active and Sustainable Travel' – to make it meaningful and easy to understand for everyone	<p>Work with 'Plain English' professionals to develop an easy to understand explanation/slogan for 'Active and Sustainable Travel' – which can then be used in any communications, messaging, materials etc associated with actions from this plan</p>	<p>An easy to read and understand explanation of 'Active and Sustainable Travel'</p>	<p>This is a reasonably easy and quick activity to undertake and complete, and can be used to inform and guide content of many other actions identified within this action plan.</p>	<p>Communications and Transport teams within Angus Council</p>	£	<p>Mainly time only, with potential for some input from a 'Plain English' professional</p>
Develop population specific messaging focussing on issues that are relevant to, e.g. elderly, disabled, mental health, parents etc.	<p>Engage with different communities to identify specific needs for issues relating to cycling, walking and public transport within the various towns/burgh's of Angus.</p> <p>Develop specific messaging and channels and communication to promote Active and Sustainable Travel, for different populations, based on the outputs from the community engagement sessions.</p>	<p>Number of different population specific 'Active and Sustainable Travel' messages developed</p> <p>'Reach' of communication campaigns (e.g. number of web hits; number of posters distributed; etc)</p> <p>Number of times these messages are used (by Angus Council initially)</p>	<p>Potentially early-mid 2021, to allow for engagement processes, followed by design input.</p>	<p>Communications team at Angus Council</p> <p>Communities Team at Angus Council</p> <p>Community Groups</p>	££	<p>Time and some design/development input</p> <p>SCSP</p>
Develop a comprehensive communications strategy – including how to go out and meet groups and not rely fully	<p>This action will act as the driver for enabling many other actions listed within this plan. A primary focus should be to ensure that it is a communication plan</p>	<p>A comprehensive communications plan, which reflects the needs of diverse population groups across Angus and</p>	<p>Potentially early-mid 2021, to allow for</p>	<p>Communications team at Angus Council</p>	££	<p>Time and some design/development input</p>

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
on groups coming to engagement events or using social media	<p>relevant to the needs of different populations across Angus.</p> <p>For this reason, community engagement is critical, and it is therefore important that appropriate community engagement techniques are identified and adapted (see Section 3.4)</p> <p>Develop a process and method of communicating messages and information, reflecting the suggestions and the outputs from various community engagement events and partnership forums</p>	<p>uses clear, 'Plain English' to communicate its messaging.</p> <p>Outputs and impacts associated with delivery of the communications plan</p>	engagement processes, followed by design input.	<p>Communities Team at Angus Council</p> <p>Community Groups</p>		SCSP
Work with local businesses to change their perceptions about providing car parking for staff and visitors	<p>Develop a suite of approaches to support workplaces/businesses to encourage their employees to travel actively and sustainably to work, e.g.;</p> <ul style="list-style-type: none"> Promotional and informative material Travel Plans Behaviour change interventions Supportive initiatives, such as Cycle to Work scheme 	<p>Number of workplaces engaged with</p> <p>Number of workplaces participating in any one of the approaches listed in the previous column</p> <p>Outputs and impacts of participation</p>	There is funding available for workplace initiatives like this, so action could be very immediate if appropriate funding is secured	<p>Angus Council</p> <p>Large workplaces in different towns across Angus</p>	££	<p>SCSP</p> <p>Cycling Scotland's Cycling Friendly Employer programme</p>
Develop 'Angus on the Go' information and resources on Angus Council web-site to feature, e.g. options for sustainable travel, public transport links, walking and cycling programmes etc.	<p>This action could be viewed as an output from combined actions, previously outlined in Sections 3.3 and 3.4.</p> <p>Where information specific to 'Angus on the Go' has been collected and communication materials have been developed – this should be placed in a coherent, easy-to-access location on Angus Council's website.</p>	<p>A webpage on Angus Council's website dedicated to providing up-to-date and varied information, relevant to 'Angus on the Go'.</p> <p>Number of visits to this webpage</p>	This action will require other actions to have been undertaken and completed first. A timing of mid-late 2021 is therefore suggested.	Angus Council	££	Time and IT resources

3.6 Walking, Cycling and Sustainable Travel Initiatives

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
Provide smaller eco-friendly bus services to convey elderly and isolated rural residents to medical and other essential services	<p>Consult with elderly groups/carers to identify the scale and scope of the service required.</p> <p>Undertake a feasibility review to assess need, cost and practicality of running a bespoke service, using smaller eco-friendly buses.</p> <p>Consult with local bus service providers to identify potential for service delivery.</p>	<p>Number of consultations undertaken</p> <p>Feasibility report</p> <p>Numbers of consultations with local bus providers</p>	This is potentially quite resource intensive and will also involve a significant level of consultation – therefore it is identified as a longer-term action. However, this could change if adequate funding could be secured.	<p>Angus Council (Transport and Communities teams)</p> <p>Local Bus service providers</p> <p>Community groups</p>	£££	RATDF
Walking and cycling groups to school – focus on transition age from primary to secondary school	Working with other delivery partners, develop and deliver age and location specific programmes to increase and maintain walking and cycling participation among pupils transitioning to secondary school.	<p>Number of walking programmes underway</p> <p>Number of cycling programmes underway</p> <p>Number of participants in each programme</p> <p>Outputs and outcomes of group activities</p>	Depending on the availability of funding and partner capacity, this action could be implemented late 2020 – otherwise 2021.	<p>Angus Council</p> <p>Living Streets</p> <p>Cycling Scotland</p> <p>Paths for All</p> <p>Angus Cycle Hub</p>	££	<p>Time and resources for behaviour change intervention</p> <p>SCSP</p> <p>Cycling Scotland's "Cycling Friendly" programme</p>

3.7 Resources

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
Explore the financial case for on-going increases to active and sustainable travel investment, to protect against	Review and assess the scale of budget that is required to develop and implement a sustainable, long-term	A detailed and comprehensive financial plan, detailing how a sustainable and long-term active and sustainable travel	This should be a priority action, undertaken in order to support and	Angus Council	£	Time

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
annual inflationary uplift and to reflect the increasing importance of associated policy areas	<p>active and sustainable travel programme of actions (using this Action Plan, as a starter).</p> <p>Develop a detailed and accurate financial case, which accounts for inflationary uplift and reflects the diverse type and duration of actions identified to be implemented.</p> <p>This could be used as promotional material among the community, e.g. X% of transport budget goes to active and sustainable modes of travel</p>	plan could be funded and successfully implemented.	make the case for undertaking other actions listed within this plan (and elsewhere).			
Develop an approach within Angus Council to improve how it identifies, accesses and applies for funding to support delivery of active and sustainable travel activities	This action involves the review of internal processes within Angus Council. An internal exploration across different teams that have been identified as having some relevance to active and sustainable travel (see Section 3.4). This links directly with the action listed below.	A list of potential funding sources from each policy area should be developed – with key information pertaining to; when to apply/submit; criteria; funding body; amount etc.	This is an activity that can be undertaken over 2020 into 2021, so that it can remain current and relevant to the needs and requirements of this Action Plan.	Angus Council	£	Time only
Invest in a comprehensive Angus-wide 'travel for the future' plan; to prioritise connectivity between active, public and road transport, both WITHIN and BETWEEN towns	<p>Identify alternative sources of funding and staff capacity for a broader, comprehensive, cross-policy implementation plan for active and sustainable travel. This includes other departments within Angus Council, but also other potential delivery partners who have been identified as part of other actions throughout this Action Plan.</p> <p>Development of a comprehensive and futuristic, cross-policy plan with direct input from all delivery partners.</p>	A long-term (possibly 20-year span) sustainable, cross-policy plan for delivery of active and sustainable travel visions for the very long-term within and across Angus towns.	This represents an ideological perspective of where Angus Council would like to position their ambition for 'Active and Sustainable Travel' for the future in Angus. As such, it is likely to be resource intensive and its long-term aspirations naturally put implementation timing as a distant consideration at this point.	<p>Angus Council</p> <p>Diverse, cross-policy and cross-sectoral delivery partners</p>	£££	Time and resources

3.8 Monitoring and Evaluation

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
Deliver an appropriate monitoring and evaluation framework for all active and sustainable travel activities, to measure progress	<p>Establish a Monitoring and Evaluation review group, to determine roles, responsibilities and resources for managing a monitoring and evaluation framework for this Action Plan.</p> <p>Using this action plan (and high-level M & E framework provided within Section 4.0) as a starting point, a comprehensive monitoring and evaluation framework should be delivered, highlighting programme;</p> <ul style="list-style-type: none"> • Outcomes (medium and long-term) • Actions • Outputs • Inputs • Target population(s) 	<p>A comprehensive monitoring and evaluation framework;</p> <ul style="list-style-type: none"> • Overall programme • For each individual action (listed here) 	Absolutely critical to have this in place prior to embarking on any large- or small-scale actions. It should be one of the first actions initiated – particularly if external support is required.	Angus Council Potentially external support expertise	££	Time plus potential cost of buying in evaluation expertise to help develop SCSP
Provide training for key staff to help them understand what data needs to be monitored and how this can be done as cost-effectively as possible	In order to complete the action above (development of M & E framework) and also to understand what output and outcome related data to monitor and collect, staff may require training and guidance. This should be sustainable, so that learning can be absorbed in-house for future years and programmes.	<p>Number of training programmes for Council staff</p> <p>Number of staff completing training programmes</p> <p>Impact of training programme/s</p>	Absolutely critical to have this in place prior to embarking on any large- or small-scale actions. It should be one of the first actions initiated – particularly if external support is required.	Angus Council Potentially external support expertise	£	Time plus potentially buying in evaluation expertise to help develop SCSP
Disseminate success stories to help celebrate success and progress	Following successful data collection and demonstration of impact, it is important to communicate and share good news stories with; public, customers, funders, delivery partners, staff etc	<p>Number of success stories generated</p> <p>Number of success stories disseminated by:</p> <ul style="list-style-type: none"> • Media • Internal comms • Reports to funders 	This action can only be undertake once actions/programmes are up and running and/or completed – so, timing for implementation is suggested as late 2021 and beyond.	Angus Council	£	Time

KEY POINT	RECOMMENDED ACTION	KEY PERFORMANCE INDICATOR	PRIORITY and TIMINGS	WHO?	EST. COST	FUNDING SOURCES
	This should be included as a feature/strand of the wider Communications strategy (Section 3.5).	<ul style="list-style-type: none">Other				

4 MONITORING & EVALUATION

A monitoring and evaluation framework should be developed by Angus Council to ensure that appropriate output and outcome metrics⁵ are used to monitor the degree to which the activities from the action plan above which have been implemented, are achieving their intended purpose. This information can then be used to inform an evaluation of the impacts of the measures implemented by Angus Council, generated over time.

Information about the specific roles, responsibilities and resources associated with monitoring and evaluating the Action Plan by Angus Council are to be agreed by the Monitoring and Evaluation Review Group.

There are eight overarching elements to the Action Plan: Infrastructure – Building New; Infrastructure – Maintain Existing; Infrastructure – Associated Supportive; Governance; Communication; Walking, Cycling and Sustainable Transport Initiatives; Resources, Monitoring and Evaluation. For the key actions found within each of these overarching elements, there are specific key performance indicators to monitor progress and an indication of when periodic reviews of monitoring and evaluation should be undertaken.

Successful delivery of the actions contained in the Action Plan should help Angus Council to achieve its strategic outcomes. This is summarised in Appendix A.

Successful delivery of these Outcomes and Outputs should contribute not just towards the achievement of Angus Council's strategic vision for travel and transport, but will also support targets and commitments in associated policy areas such as environment, air quality, health and community.

4.1 Instruments used for measurement

Outputs and outcomes can be measured in a variety of ways, depending on the nature of the performance metric being used and the activity that is being delivered. A selection of the most likely approaches is listed below:

- Simple counts** taken on a regular basis (e.g. number of commuters by travel mode; number of visitors and travel mode; number of information resources distributed; number of sustainable travel information events; number of partners; number of website hits; etc.). It may also be helpful to gather sufficient information to enable counts to be segmented (e.g. number of resources distributed by gender; age; organisation; number of new and repeat website visitors).
- Surveys** (e.g. paper-based or on-line; self-completion or completed by a named person). Surveys offer the opportunity to gather more detailed information, but this benefit must be weighed up against the risk that people will not be prepared to respond, particularly to longer, more complex surveys. Amongst other things, surveys can be used to generate 'before' and 'after' activity information that highlights what (if anything) has changed as a result of the travel measures implemented as part of this Action Plan.
- Interviews or Focus Groups** can be used to gather more in-depth information about a particular topic. For instance, follow-up interviews are often conducted with past participants in behaviour change activities, to find out what, if anything, has changed as a result in their participation, as well as why these changes have / have not occurred. These could be a productive way of evaluating current practices and measures as well as identify scope for improvement around travel and transport going forward in the accompanying Action Plan.

In order to understand what has been delivered by different Action Plan measures, it will be important to ensure the right metrics are being applied and the right instruments are being used to monitor performance against each metric. Ideally, a variety of metrics will be used to monitor the outputs and outcomes associated with each recommended action. However, a pragmatic balance must be struck between the value that effective monitoring and evaluation can deliver, relative to the time and cost associated with delivering it, for the next four years through to 2024.

⁵ N.B. In this context, the word "metric" means a quantifiable measure that is used to track and assess the status of specific outputs and/or outcomes. Other metrics may need to be identified to help ensure appropriate monitoring is carried out in relation to specific activities and/or tasks.

APPENDICES

APPENDIX A - ACTIVE AND SUSTAINABLE TRAVEL OUTCOMES FRAMEWORK

The following diagram provides a summary of the Active and Sustainable Travel Action Plan. It outlines how the Action Plan will support delivery of a number of the Council's core objectives and outcomes it has committed to deliver. It lists the core actions contained in the Action Plan and the impacts their delivery are likely to generate.

STRATEGIC OVERVIEW

OPERATIONAL CONTEXT

Strategic Vision
This is what Angus Council is trying to achieve

Priority
This is how Angus Council will address the strategic theme and vision

Objectives
This is how Angus Council will achieve its priority

Angus Council Outcomes
The relevant policy impact areas

Operational Activities
This is what Angus Council will do to achieve its outcomes

Impact
Extent to which operational activity achieves goals

Partners are working together to provide and promote active and sustainable travel choices that connect everyone in Angus to jobs, education, services and leisure and also improve the areas environment, economy, and health and wellbeing of its people.

Coordinated, organised and appropriately resourced partnership working will improve efficiency and effectiveness of outcomes

Improved Governance

Appropriate Resources

Appropriate Monitoring and Evaluation

Improved Social Inclusion

Improve the area's environment

Improve the health and well-being of all its people

Improve the area's transport choices

Improve the area's economy

INFRASTRUCTURE

- Audit of current public transport provision between 8 Angus burgh's
- Deliver recommended actions of TACTRAN active travel audits
- Identify specific locations (from audits) to benefit from improved design features
- Identify specific locations (from audits) WITHIN and BETWEEN towns to benefit from improving connectivity between public transport and cycle/foot pathways
- Full assessment of public transport services WITHIN towns to be undertaken
- Identify and maintain public transport provision currently working well BETWEEN towns
- Establish appropriate verge/tree maintenance service where there are currently gaps
- Identify and maintain quality foot paths already in existence
- Identify and maintain quality cycle paths already in existence
- Develop a 'clean streets' programme of work
- Establish 'litter Deposal Areas' in designated parts of each town in Angus
- Install covered bus-stops at GP Clinics and Council buildings within each town

GOVERNANCE

- Develop a community engagement strategy
- Consider working with an engagement specialist
- Develop an engagement strategy to work with appropriate partners (based on a selection criteria)
- Identify key existing, and any known gaps, for knowledge exchange opportunities between Communities and Transport teams
- Establish a Key Partner's Delivery Forum

COMMUNICATION

- 11 Produce a best practice guide: information on how to use the council's website and other digital platforms to increase engagement
- 11 Develops "Plan it Right!" explanation for what is meant by "Active and Sustainable Travel" for use in messaging, materials and general communication with the public
- 11 Develops population specific on-line and sustainable travel messaging, including an online referral to clarity, alcohol, mental health etc.
- 11 Develops a comprehensive Communications Strategy - including on how to go and what next steps need to be taken to engage existing and new partners
- 11 Develops a suite of approaches for the support, participation for and encourage employees to travel to work actively and sustainably
- 11 Develops "Active and Sustainable Travel for Angus" information on Angus website

WALKING, CYCLING AND SUSTAINABLE TRAVEL INITIATIVES

- 11 Produce a guide to the council's best practice for economy, equality and ecological travel to make it a central service
- 11 Develops walking/cycling initiatives to increase the number of people who walk/cycle to work

RESOURCES

- Explore the financial case for on-going increases to active and sustainable travel investment
- Develop an approach within Angus Council to improve how it identifies, accesses and applies for funding to support Active and Sustainable Travel work
- Invest in a comprehensive Angus-wide 'Travel for the Future' plan

MONITORING AND EVALUATION

- Develop an appropriate monitoring and evaluation framework for all active and sustainable travel activities, to measure progress
- Provide training for staff to help understand what data needs to be monitored, and how
- Disseminate success stories to help celebrate success and progress

More people are walking and cycling regularly to access local services

More people using public transport for journeys around Angus

Urban spaces are improved places that enables safe movement for communities

A reduction in private vehicle use brings about a reduction in carbon emissions

Angus has better quality active travel routes

Angus residents have improved access to information about active and sustainable travel choices

Angus benefits from an improved coordination of on-line and sustainable travel project delivery and funding

Angus has improved the ongoing infrastructure to support the uptake of electric vehicles

APPENDIX B - ADDITIONAL ACTIONS (OMITTED FROM THIS ACTION PLAN)

The prioritisation process (outlined in section 3) resulted in 12 actions, from different categories, that were not included in the Action Plan. It is not intended to dismiss these actions as irrelevant - there may still be a place for these actions in the future, for example; when progress has been made on some of the higher priority actions listed in the table below, or when appropriate changes have occurred in the financial and political landscape. All of the 12 actions omitted from this action plan are listed below.

Category	Action
Infrastructure – Building New	Install EV charging infrastructure in remote areas of Angus
Infrastructure – Building New	Re-develop dismantled railway lines between nearby towns to create safe and direct active travel routes (e.g. Friockheim to Arbroath, and Pitnappie Cutting rail lines)
Infrastructure – Building New	Identify feasibility of developing rail line infrastructure inland, connecting Angus to Aberdeen, Dundee and Glasgow
Infrastructure – Building New	Identify feasibility of cycle path implementation in old towns with narrow streets
Infrastructure – Associated Supportive Measures	Establish specific road and path signage, instantly recognisable with 'Active and Sustainable Travel', e.g. expand the 'Angus on the go' branding
Infrastructure – Associated Supportive Measures	Install sustainable energy sources such as solar panels, mini-turbines etc, to supply power to EV charging in rural areas
Communication	Establish an Angus 'Active and Sustainable Travel' social media presence – potentially via the 'Angus on the Go' branding
Walking, Cycling and Sustainable Travel Initiatives	Improve access to cycling training and bike maintenance sessions at workplaces and schools
Walking, Cycling and Sustainable Travel Initiatives	Provide guided walks and cycle training for older groups
Walking, Cycling and Sustainable Travel Initiatives	Provide community access to Council electric vehicles at weekends and in the evenings
Walking, Cycling and Sustainable Travel Initiatives	Promote ride-sharing services (i.e. digital platform that facilitates sharing of lifts) to businesses to encourage a reduction in the number of people driving to work alone
Monitoring and Evaluation	Provide a dedicated budget (e.g. 10%) specifically for the purposes of monitoring and evaluation Action Plan implementation.

APPENDIX C – ANALYSIS OF ONLINE SURVEY

In total, there were 28 respondents to the survey, represented as follows; Community Council (n=20), Angus Council (n=5), Other/non-specified (n=3), with 24 fully completed surveys. The results presented here, unless otherwise stated, are based on those from completed surveys only.

For each of the eight questions, survey participants were asked to rate priority actions for each category (as identified via the content analysis outlined above). Respondents were asked to rate each action as being one of the following;

- Essential
- High priority
- Medium priority
- Low priority
- Not a priority

The graphs below provide data on how the actions within these eight categories were prioritised by respondents.

i. Building New Infrastructure

The action given the highest rating in this category was “the development of public transport routes BETWEEN towns to improve regional connectivity”, with 92% (n=22) designating it as either “essential” or “high priority”. “Design and build footpaths that can share space without conflict” and “Improving connectivity between foot/cycle paths and public transport” were also given significant ratings, with 72% (n=17) and 63% (n=15), respectively, rating them as “essential” or “high priority”.

Alternatively, the actions that scored lowest in priority were “re-develop dismantled railway lines between nearby towns to create safe and direct active travel routes” and “identify feasibility of developing rail line infrastructure inland, connecting Angus to Aberdeen, Dundee and Glasgow”, rating as either “low priority” or “not a priority” by 32% and 29%, respectively. Other data is visible in Figure 1 below.

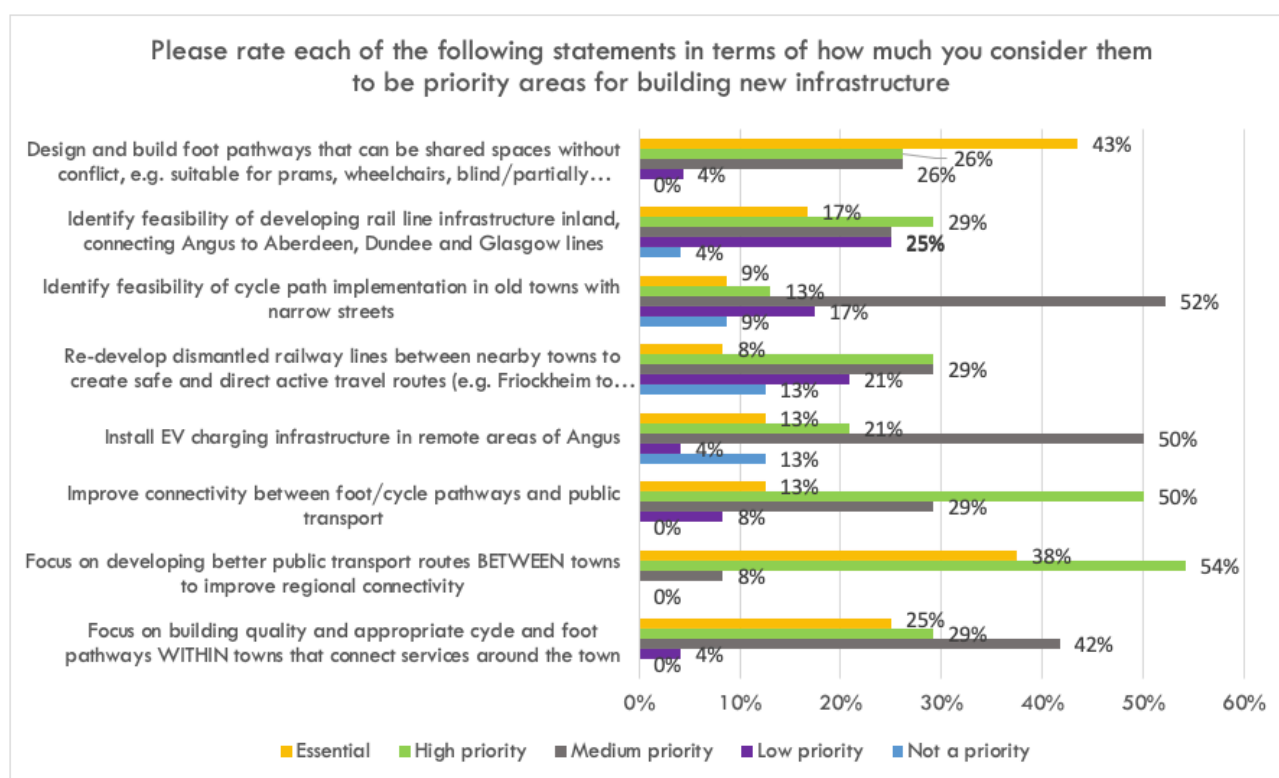


Figure 1 - Priority areas for building new infrastructure

ii. Maintaining Existing Infrastructure

A clear priority action area emerged in this question, with 100% of respondents rating “Maintain reliability and frequency of bus services within and between towns” as either “Essential” (67%) or “High Priority” (33%). The “maintenance of good quality and well-connected pathways” was viewed as high priority or essential by 87% of respondents, with “maintaining the quality of existing cycle pathways’ and “implementing a clean streets initiative”, also rating significantly as priority areas (both at 79%).

There were no actions rated as either “low priority” or “not a priority” for this category, providing a strong indication of how important the actions identified within, have been viewed by respondents. This did not occur for any other category. Please see Figure 2 below for further breakdown of results.

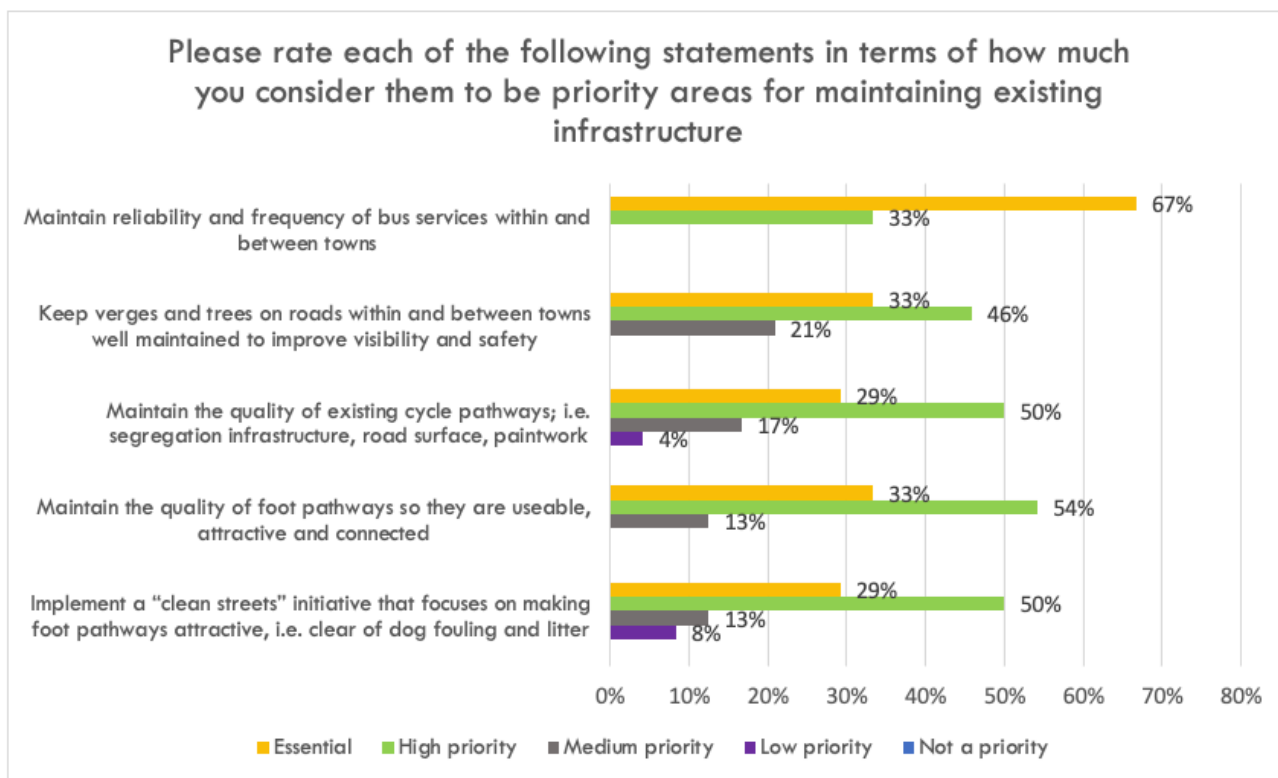


Figure 2 - Priority areas for maintaining existing infrastructure

iii. Infrastructure - Associated Supportive Measures

The actions that were rated the highest priority were “Install ‘litter disposal areas’ for people to dispose of dog fouling and litter appropriately, but without adding to street clutter” and “Install covered bus stops outside or near GP/Health Services and Council Offices to support access for vulnerable populations”, with 71% and 67%, respectively. Comparatively, the two actions that rated as the lowest priority were; “Establish specific road and path signage, instantly recognisable with ‘Active and Sustainable Travel’, e.g. expand the ‘Angus on the Go’ branding”, and “Install sustainable energy sources such as solar panels, mini-turbines etc”, scoring 37% and 21%, respectively. See Figure 3 below for further analysis.

Please rate each of the following statements in terms of how much you consider them to be priority areas for supportive measures associated with infrastructure

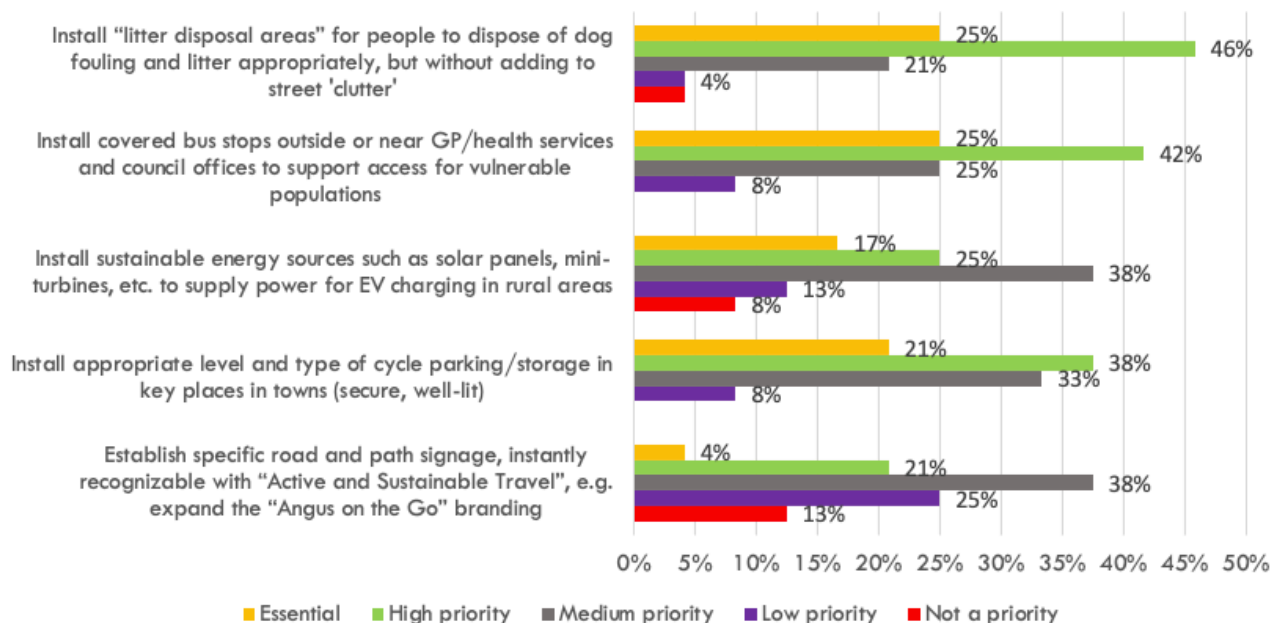


Figure 3 - Priority areas for supportive measures associated with infrastructure

iv. Governance

There was one action that scored higher than all others in this category – “Create a regular community engagement opportunity, appropriate to the needs of different groups (e.g. disability, elderly, businesses, residences etc)” – which was rated by 75% of respondents as either “essential” or “high priority”, and just 8% rating it as either “low priority or not a priority”. This provides an indication of the relative importance attached by the respondents to ensuring that the varied and diverse sections of the Angus community have a representative voice in decisions regarding active and sustainable travel actions, which may be planned or undertaken. The remaining four actions in this category were all rated as “essential or high priority” by between 50-58% of the respondents. One of these actions – “Engage with landowners to progress development of old rail lines for active travel routes” – also rated highest for “not a priority or low priority”, with 21% of respondents deeming it so. Please see Figure 4 for further analysis.

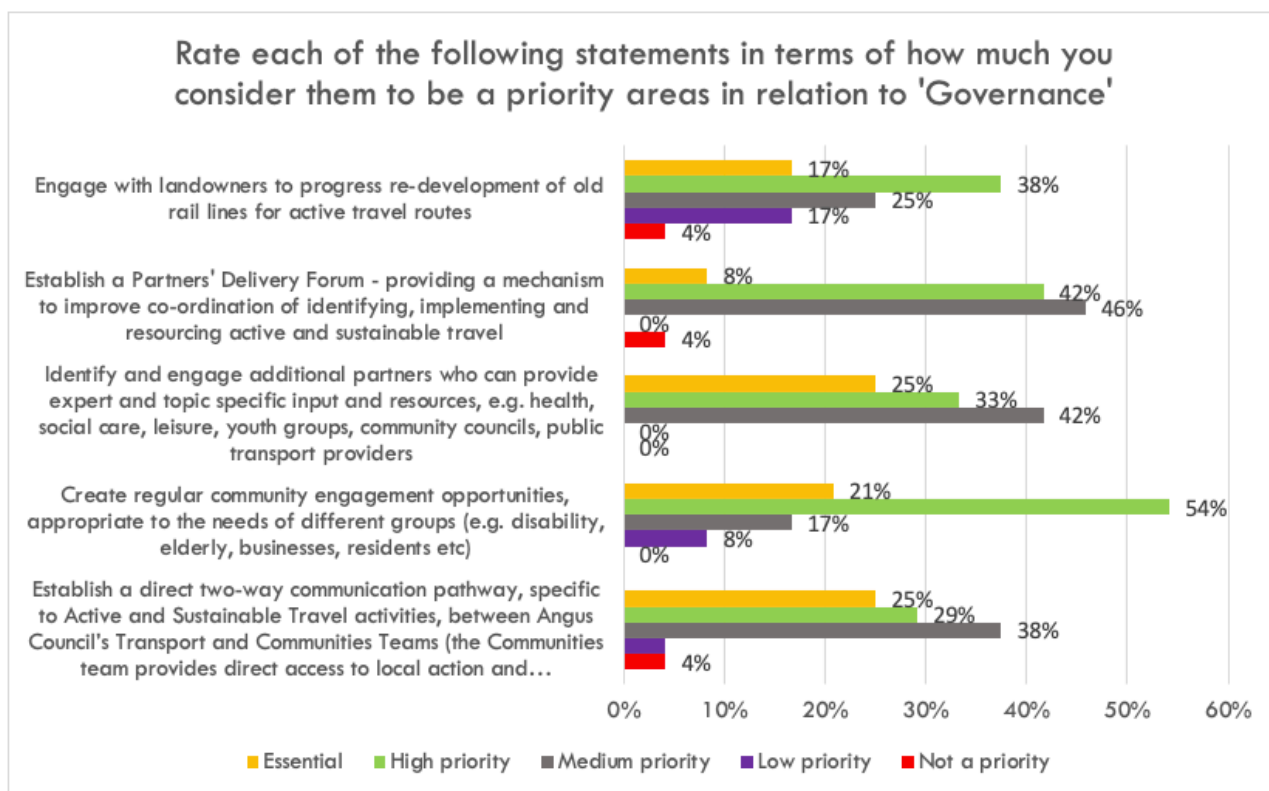


Figure 4 - Priority areas related to governance

v. Communication

There were three actions that rated similarly significant, in terms of being viewed as “essential” or “high priority” among respondents. These were; “Use Plain English to explain what is meant by ‘Active and Sustainable Travel’ – to make it meaningful and easy to understand for everyone” (87%), “Develop, distribute and maintain easy-to-read and easily accessible bus route timetables (to meet the needs of different populations)” (88%), and “Develop population specific messaging – focussing on issues that are relevant to, e.g. elderly, disabled, mental health, parents etc)” (81%). The high level of support for these actions in particular, provides some insight into the importance attached to ensuring that any actions considered, must be careful to include the needs of the minority and vulnerable populations living in Angus. Please see Figure 5 below for further analysis.

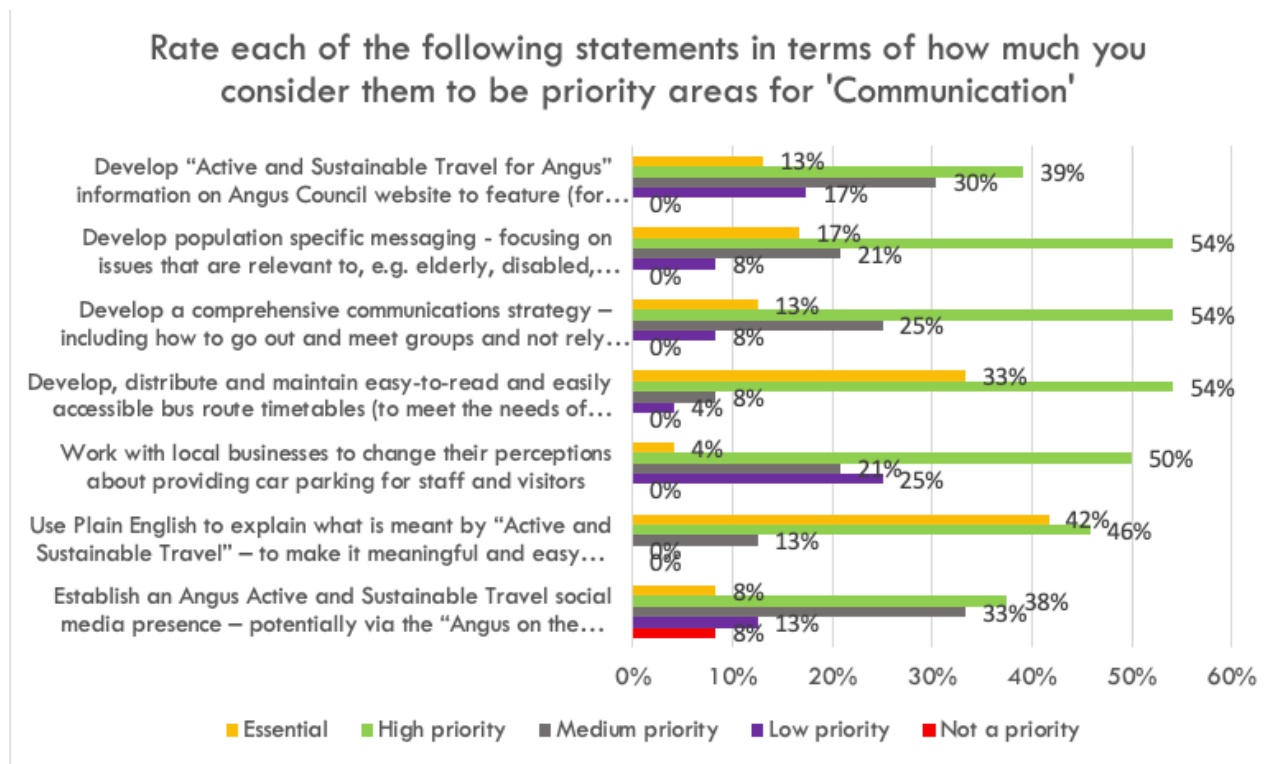


Figure 5 - Priority areas for communication

vi. *Walking, Cycling and Sustainable Travel Initiatives*

The action in this category rating the highest priority among respondents was "Provide smaller eco-friendly bus service to convey elderly and isolated rural residents to medical and other services", with 83% rating it as either "essential or high priority" and just 4% rating it as a low priority. The action rated as the next highest priority involved looking at the transition stage of school children moving between primary and secondary, with 71% of respondents rating focus on "Walking and cycling groups to school" among this transition age group as either "essential" or "high priority". There was one action that received more or less an equal rating as both a low and high priority – this was "Provide community access to Council EV's at weekends and in the evenings", being rated as "not a priority" or "low priority" by 35% and as "essential or "high priority" by 30% of respondents. Please see Figure 6 for further analysis.

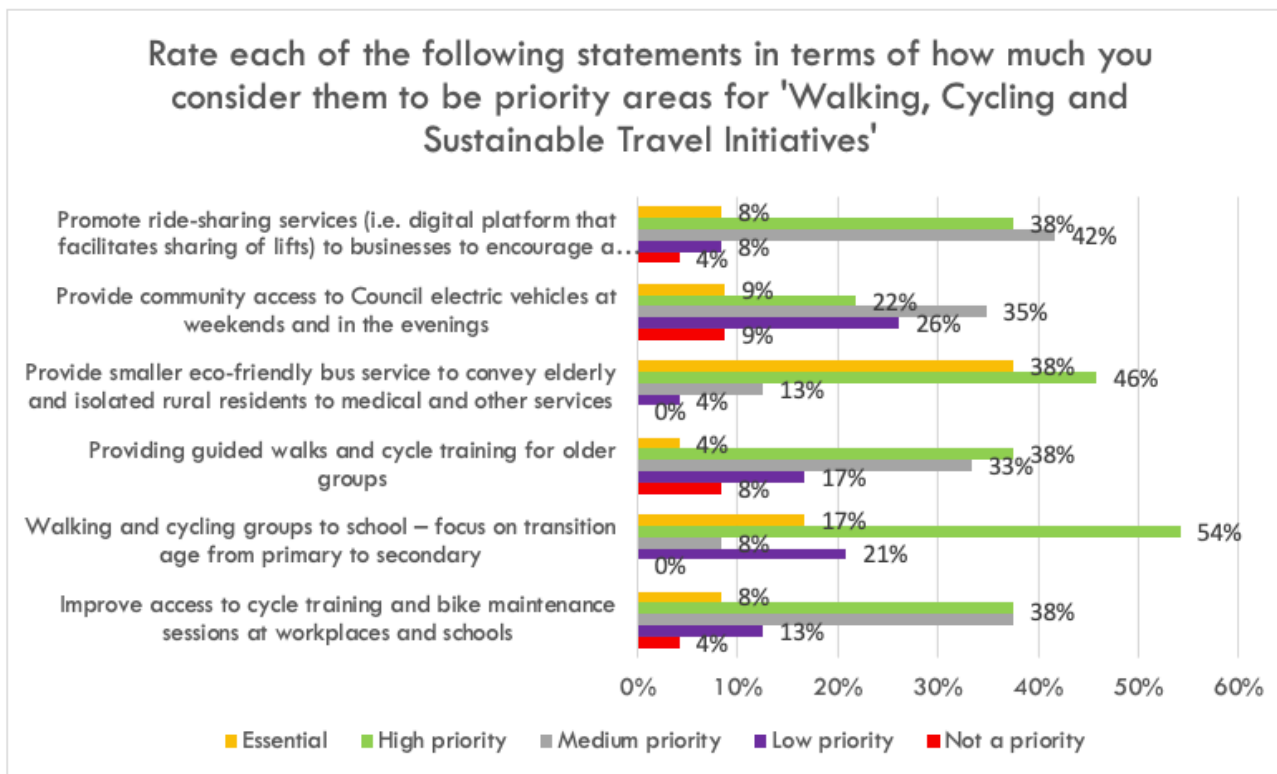


Figure 6 - Priority areas for walking, cycling and sustainable transport initiatives

vii. Resources

Respondents rated two actions as equally highest in priority, with 79% suggesting that both “Develop a strategy within Angus Council to improve how it identifies, accesses and applies for funding to support delivery of active and sustainable travel activities” and “ Develop a robust financial case for ongoing increases to active and sustainable travel investment, to protect against annual inflationary uplift and to reflect the increasing importance of associated policy areas” were either “essential” or “high priority”. All actions in this category were predominantly viewed as of at least medium priority. Please see Figure 7 for further analysis.

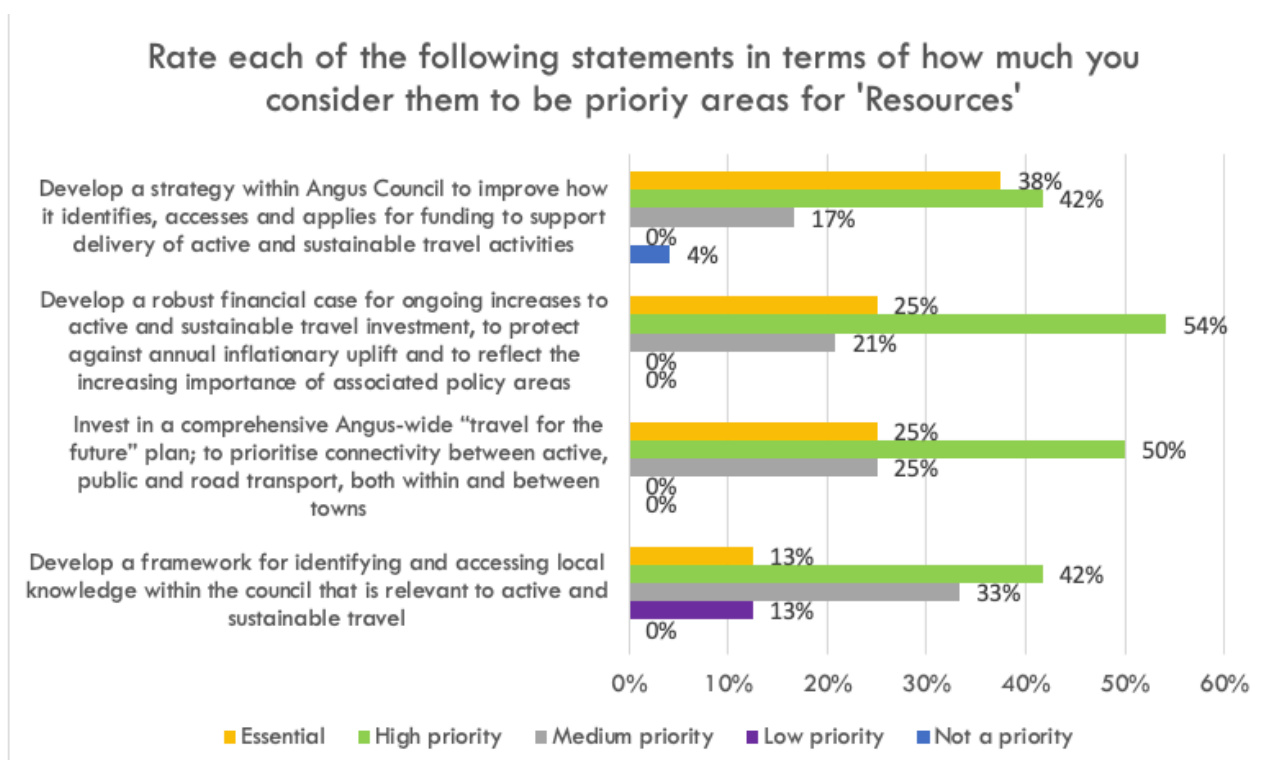


Figure 7 - Priority areas for resources

viii. **Monitoring and Evaluation**

Monitoring and Evaluation actions that rated as “essential” or “high priority” among respondents centred around developing appropriate frameworks (55%) and providing staff with appropriate training to undertake the most effective and appropriate monitoring (65%). The value of disseminating good news stories is also realised, with 50% of respondents identifying this action as either a “high priority” or “essential”. Please see Figure 8 for further analysis.

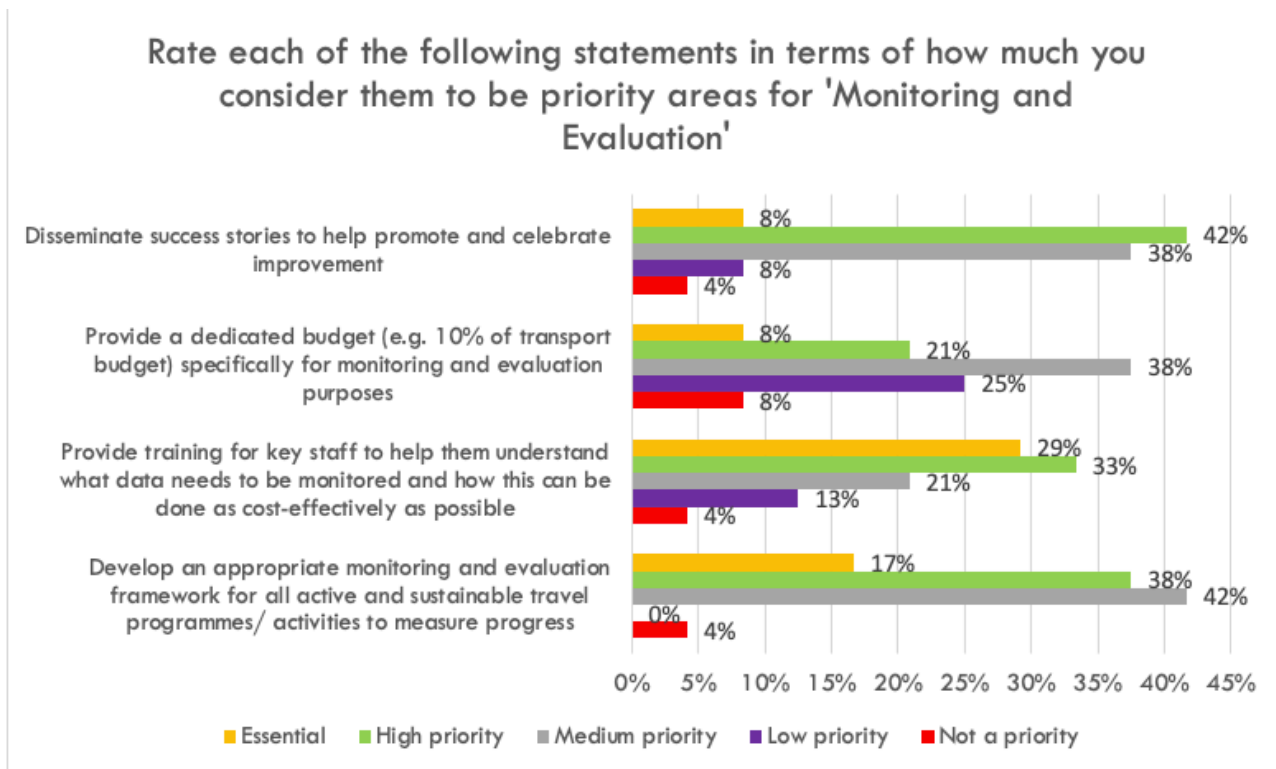


Figure 8 - Priority areas for monitoring and evaluation



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