

# Aberdeenshire Council Integrated Travel Towns Project.

## Community Engagement Document

Ellon  
May – July  
2015

Car Clubs   **Public Transport**  
Use Paths   Shared   **Walking**   Events   **Electric Vehicles**  
Sign   **Cycle Parking**  
Posting  
Cycling   Bus  
**Maps**   Shelters  
Information   **Car sharing**



NEEDA  
LWK +  
LWKE  
S. 200

Devaar  
Prostis??

ESME  
LWKE

Luskimyre  
Windy Ridge  
Davoria

Wester  
Clerkhill

Drain

Drain

Drain

Drain

Drain

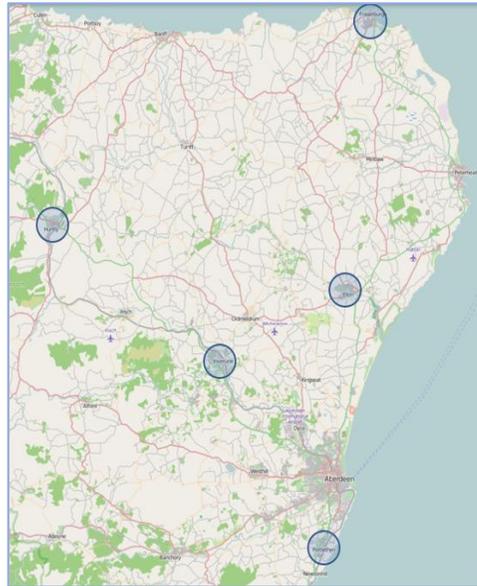
DAVIDSON WAY

# Integrated Travel Towns: An Introduction

## What are Integrated Travel Towns?

Aberdeenshire Council has successfully secured funding from Sustrans and Paths for All, with the aim to improve walking, cycling and access to public transport across five Aberdeenshire towns over the next 12 months.

A major part of the Sustrans funding is the implementation of the Integrated Travel Towns (ITTs) project, which focuses on Fraserburgh, Ellon, Inverurie, Portlethen and Huntly and follows the success of the Peterhead Cycling Demonstration Town project.



## Why have community engagement?

Community engagement is vital for the ITT project to be a success, giving residents the opportunity to work with Council officers in delivering the improvements that they require. In relation to walking, cycling and access to Public Transport, the Council is particularly interested to hear:

- What problems and issues currently exist.
- What opportunities there are to improve routes and infrastructure.

Should you have any queries, Council officers can be contacted via:

E-mail: [transportation@aberdeenshire.gov.uk](mailto:transportation@aberdeenshire.gov.uk)

Telephone: 01224 664 822

Website: [www.aberdeenshire.gov.uk/integratedtraveltowns](http://www.aberdeenshire.gov.uk/integratedtraveltowns)

## CASE STUDY -Peterhead Cycling Demonstration Town

The Peterhead CDT project was delivered in partnership with the local community to provide new and improved infrastructure underpinned with a promotional and marketing campaign. The nationally recognised project delivered new cycle paths, an annual bike ride and cycle events resulting in a year on year increase in cycling of 50%. Levels of walking and cycling amongst primary school pupils are now amongst the highest in Aberdeenshire. (Hands Up Scotland Survey, 2014)



# ITTs: SWOT Analysis

A site visit to Ellon was undertaken in October 2014 to establish a comprehensive picture of the current situation of walking and cycling in the town. Following this, a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis was undertaken to highlight the key findings. These are presented below.

## Strengths

- Very good public transport links to Aberdeen City and surrounding towns in Aberdeenshire, including Park and Ride site in the east of Ellon.
- Formartine and Buchan Way is a high quality, wide shared use path with a tarmacked/gravel surface.
- Majority of residential areas are 20mph zones.
- Majority of kerbs are dropped at appropriate crossing/access points.

## Weaknesses

- Ellon lacks high quality links between the Formartine and Buchan Way and the Town Centre.
- Generally, there are a lack of signs to make the public aware of existing recreational routes.
- Many roads lack space to implement on road cycling.
- Although there is good pedestrian/cyclist access into Tesco, access to the store from Castlepark Industrial Estate is more difficult.

## Opportunities

- There may be an opportunity to secure funding from developers to ensure high quality cycle and pedestrian infrastructure is implemented.
- Potential to implement a 20mph zone in Ellon Town Centre.
- There is sufficient space for additional cycle storage to be located at various key destinations. This may encourage cycling.
- Ensure Formartine and Buchan Way is well connected to the new Ythan Trail.

## Threats

- Traffic levels on Castle Road and Station Road may be a barrier to cycling/walking.
- Some schemes may incur high costs.
- The Ythan River regularly floods the existing riverside path. This makes the construction of new paths (such as on the north side of the Ythan to the west of Formartine and Buchan Way) technically unfeasible. It also makes the use of riverside paths dangerous during periods of flooding.

# ITTs: Planning for Travel

## Why it's important to plan for travel.

Many major employers are located in Industrial Estates in the east of the town. The choices that commuters make when planning their journey to work has an impact on the local community.

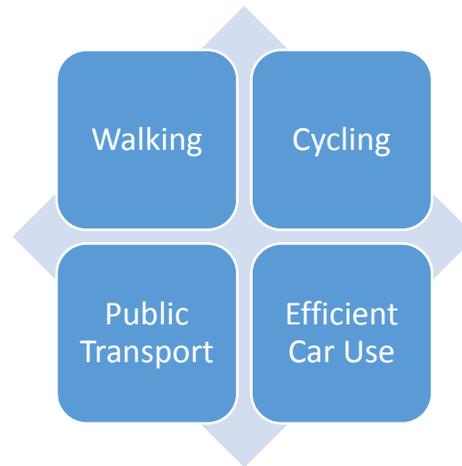
Working with local businesses, there is potential for Aberdeenshire Council to facilitate **Travel Plans** for individual businesses or for Industrial Estates as a whole, looking at options to increase the number of sustainable trips made to the area.

## Benefits of Travel Plans

Providing Travel Plans for businesses can provide many potential benefits, including:

- Reduced transport costs
- Increased productivity
- Reduced need for parking facilities
- Reduced number of days taken as sick leave

Substituting one regular single occupancy car journey for a more sustainable option can have a significant impact on Carbon Emissions, Local Air Quality and individual health benefits.



## Business Locations



**Castlepark Industrial Estate/ Ellon Business Park/ Balmacassie Industrial Estates:**

- 1- Caledonia Homes Ltd.
- 2- Sulzer Wood
- 3- JRD Equipment
- 4- Lawrence Milne
- 5- Powerjacks
- 6- BrewDog UK
- 7- Scotia Homes

**Other locations:**

- 8- Tesco Superstore
- 9- Meadows Sports Centre
- 10- New Inn Hotel
- 11- Bruce and Partners
- 12- McDonald Golf Club
- 13- Auchtercrag Care Home
- 14- Duotools

# ITTs: Walking & Cycling

## Walking & Cycling: Part of the Sustainable Mix.

Walking and cycling are both easily accessible, affordable and healthy forms of travel. Whether walking or cycling as part of a daily commute, once a week or substituting a short car journey for one by bike or foot, there are a number of health, environmental and often financial benefits to be realised.

The ITT project recognises the importance of walking and cycling and Aberdeenshire Council would like to work with your community to help make walking and cycling, easier, more accessible and more attractive.

Ways we can achieve this include:

- Improved Cycle Parking,
- Development of Walking Maps
- Development of Cycle Maps
- Events
- Infrastructure Improvements

Your ideas and comments on how we can help provide this would be welcomed.

## Proposed Cycle Parking.

Our review of Ellon suggests that new cycle parking would be beneficial at the following locations:

- **1. Co-op store, Craigs Road** - a key destination for local residents .
- **2. Ellon Primary School** - the Local Transport Strategy states that the Council are committed to supporting schools develop safer routes to schools projects. Secure cycle parking is a crucial factor in encouraging children to cycle to school.
- **3. Meiklemill Primary School** - the Local Transport Strategy states that the Council are committed to supporting schools develop safer routes to schools projects. Secure cycle parking is a crucial factor in encouraging children to cycle to school.
- **4. Co-op store, Provost Davidson Drive** - a key destination for local residents.
- **5. Market Street Car Park** - a central location, which is well connected with the path network.
- **6. Tesco, Castle Road** - a key destination for local residents and a main employer.



Example of cycle storage



# ITTs: Public Transport



## Public Transport

Although Aberdeenshire Council do not have control over timetables operated by private Public Transport operators, we do have influence over the following areas:

- 1) Real Time Passenger Information systems
- 2) Cycle storage at/near to bus stops
- 3) Bus shelters
- 4) Links between bus stops and cycle/walking routes

In addition to this, Aberdeenshire Council supports Area Bus Forums, which act as the principal focus for consultation on Public Transport matters. These are held approximately once every six months in each of Aberdeenshire's six administrative areas.

The Forums allow members of the public to discuss and review Public Transport infrastructure, scrutinise existing and proposed service provision and act as a consultation platform on public transport policies and proposals, bringing together bus companies and service users.

# ITTs: Efficient Car Use - Electric Vehicles

## Our Commitment to Electric Vehicles

Aberdeenshire Council recognises that a number of people will continue to use a car for their daily commute or utility purposes either through choice or necessity. Electric Vehicles have a role to play by enabling these individuals to continue to use a car in a way that does not contribute to tail pipe air quality problems while supporting a move towards lower Carbon Emissions.

## Electric Vehicle Charging Points

Aberdeenshire Council's Local Transport Strategy supports the adoption of alternative fuel types including electrically powered vehicles. We have been installing publicly accessible charging points across Aberdeenshire since 2010 using funding from the Government's 'Plugged In Places' initiative and have an evolving network of 50kw, 22kw and 7kw Charging posts.

### Did you know...?

- There are now three types of EV's on the market; Pure EVs, Plug-in Hybrid EVs and Range-Extended EVs.
- In the UK, Sales of Pure EV's have increased by 58% since January 2014, with sales of Plug-in Hybrids increasing 1,035% in the same time period.
- There are typically three types of charger: Rapid (22-50kw), Fast (11-22kw) and trickle (7-11kw). A rapid charge post can deliver an 80% charge in less than 30 minutes.
- An average round trip commute is less than 60 miles; an Electric Vehicle will typically have a range of 80-100 miles on a single charge.



# ITTs: Car Clubs – What they Are.

## What is a Car Club?

A Car Club is a member based organisation that provides access to vehicles on a 'pay as you' go basis. Cars are usually parked in dedicated and marked parking spaces, strategically placed close to residential areas or places of work.

## What are the benefits of Car Clubs?

There are numerous benefits of being a member of a Car Club. Car Clubs provide:

- A cost effective alternative to car ownership.
- Access to fuel efficient vehicles.
- No road tax, fuel, MOT or car servicing to pay; all that is required is membership and car hire.
- Reduction in personal impact on the environment.
- Potential to increase independence.



## Case Study: Huntly and District Car Club

Huntly Development Trust has funding to run a community Car Club in the Huntly District, giving members all of the benefits previously listed. Further details of the Huntly and District Car Club are provided below.

- Members have access to three vehicles; two Diesel Engine Vehicles and one Electric Vehicle.
- Membership may include access to a fleet of E-bikes for shorter journeys.
- Car Club members pay a small membership fee (£25) and then only pay when they use a vehicle (13 pence per mile for the Hybrid vehicle). Full price details are shown below.

	Hybrid	Electric
Per hour	£4.50	£3.75
Overnight	£9.00	£7.50
Per day	£27.00	£22.50

# ITTs: Infrastructure

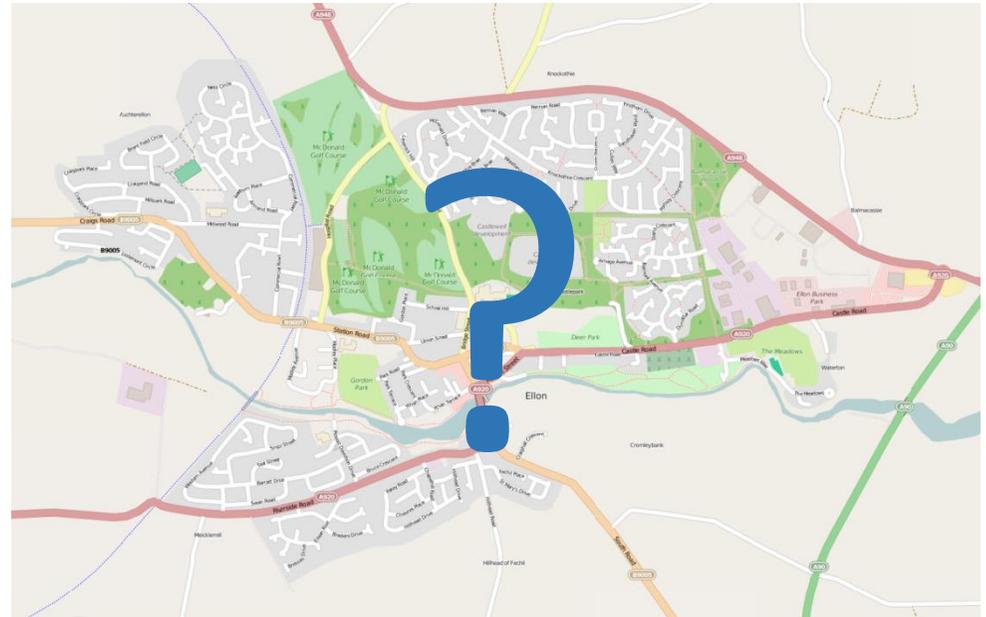
## Where are the infrastructure gaps?

As part of the community engagement event, we asked the public to consider areas where improvements to existing infrastructure would help support more active and sustainable travel and greater integration with other travel options. For example:

- Where would additional bus shelters be of use?
- Where would you like to see cycle parking?
- Are there any routes which could be improved for cyclists?
- Would widening of existing footpaths to create shared use paths be useful?
- Would route signage for walking and cycling help?

Comments received at the community engagement events have been collated onto a map and have been provided in this document.

Using the contact details also provided in this document, please contact us with any suggestions where you think new or improved paths, bus shelters or cycle parking should be considered.



# ITTs: Monitoring and Evaluation

## The Value of Monitoring and Evaluation.

It's important that any investment made to support the Integrated Travel Towns project is underpinned by a structured monitoring regime. This will ensure that Aberdeenshire Council delivers cost effective and tailored measures.

We will undertake community surveys at regular intervals, review the number of any website visits, distribution of promotional materials and measure the level of walking and cycling in the community.

Walking and cycling data is collected before new/improved infrastructure has been implemented so that the impact of any interventions can be monitored and measured against a baseline.

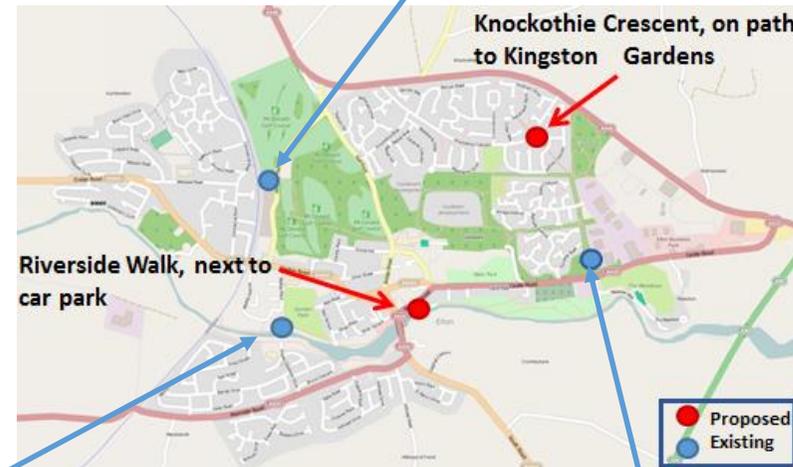
This data can be used to:

- Examine the performance of a route or development;
- Report back to funders;
- Generate public support for new/improved infrastructure;
- Provide justification and enhance the case for new/improved infrastructure; and
- Forecast usage for similar routes.

**Pedestrian and cycle counters** provide the most accurate method of data collection. 15 new counters are being installed across the five Integrated Travel Towns, two of which are proposed to be in Ellon; there are currently three counters located in the town.

Data outlined on this slide was recorded between May 2014 and May 2015.

	Pedestrians	Cyclists	Formartine & Buchan Way (Peds. and Cyclists)
<b>Total</b>	133,151	6,466	139,617
<b>Daily Average</b>	364	18	382
<b>Monthly Average</b>	11,073	537	11,610



	Pedestrians	Cyclists	Meiklemill Bridge (Peds. and Cyclists)
<b>Total</b>	267,752	18,477	286,229
<b>Daily Average</b>	732	50	782
<b>Monthly Average</b>	22,267	1,536	23,803

	Pedestrians	Cyclists	Castle Road (Peds. and Cyclists)
<b>Total</b>	47,301	3,445	50,746
<b>Daily Average</b>	129	9	138
<b>Monthly Average</b>	3,993	286	4,219

# Integrated Travel Towns: The Next Steps

Aberdeenshire Council recognises the value of engaging with local communities to identify local barriers to sustainable and active travel and will be using your input to develop a set of proposals and masterplan which will set out how these will be funded and delivered over a short and medium time period.

Your participation in the engagement process is important and we would invite you to share your ideas with the Strategy Team.

The proposed timetable for delivering on our ITT commitment is set out below.

Please consider how you would like to see your town become more integrated and share your ideas using the Survey Monkey Link or please contact us. Details are provided below:

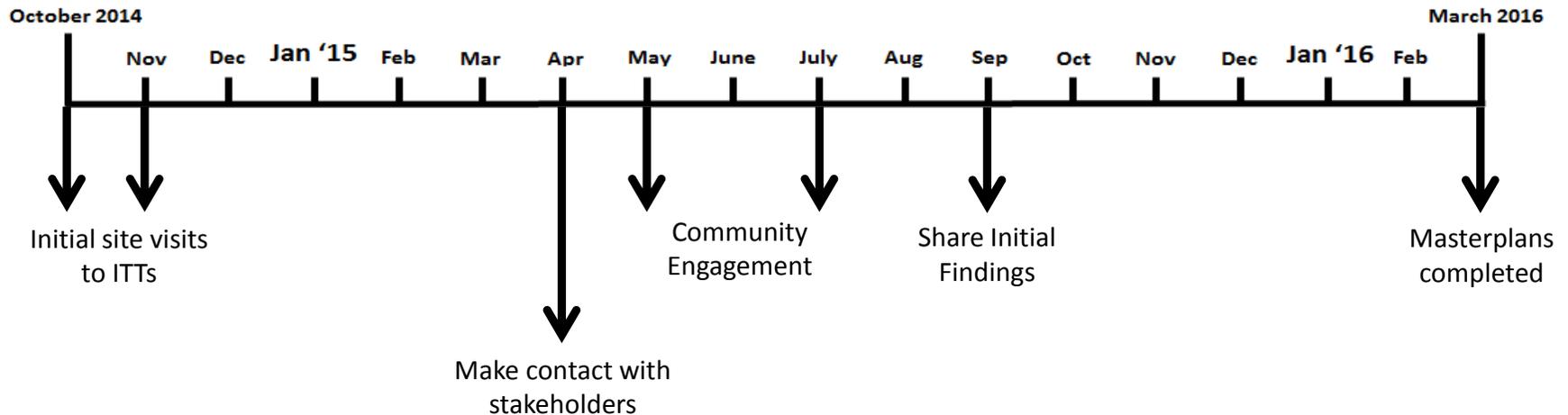
Survey Monkey:

[www.surveymonkey.com/r/AberdeenshireCouncilITTConsultationEvents](http://www.surveymonkey.com/r/AberdeenshireCouncilITTConsultationEvents)

E: [Transportation@aberdeenshire.gov.uk](mailto:Transportation@aberdeenshire.gov.uk)

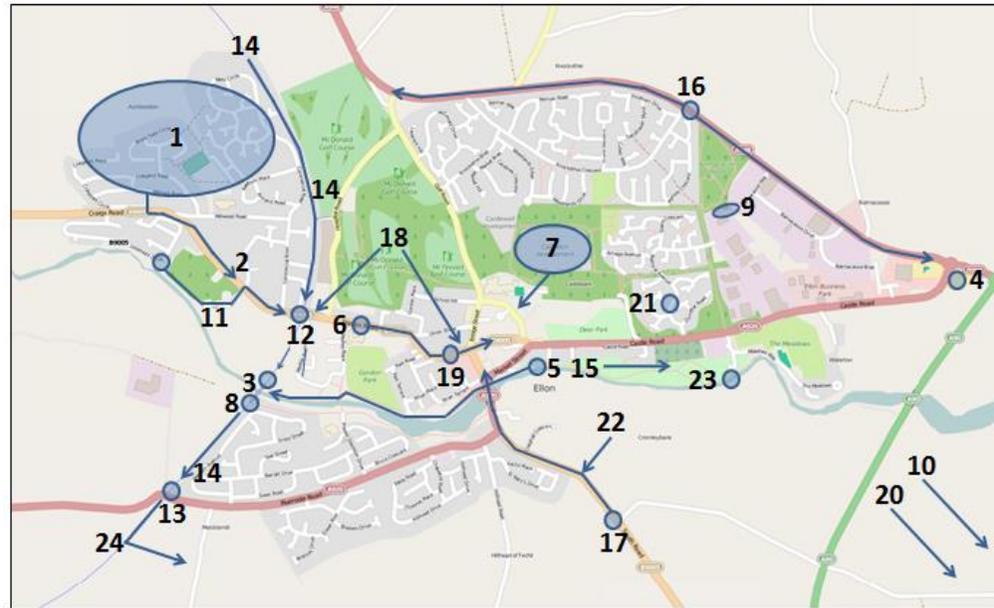
T: 01224 664 822

W: [www.Aberdeenshire.gov.uk/integratedtraveltowns](http://www.Aberdeenshire.gov.uk/integratedtraveltowns)



# ITTs: Public Consultation Comments, May 2015

1. Footways north of Craigs Road and west of the Formartine and Buchan Way are too narrow for powered wheelchair users and street furniture (particularly telecoms cabinets) reduces the footway widths.
2. Pedestrian crossings facilities (such as dropped kerbs and controlled crossings) along the route from Craigs Road towards the Town Centre are required.
3. Access onto the Formartine and Buchan Way at Riverside is by stairs only. Potential to replace the steep steps with a shallow sloped path which can be cycled up and down.
4. Park and Ride by bike nearer to Aberdeen.
5. Path requires upgrading between west of Riverside Works to the Formartine and Buchan Way.
6. Upgrade path between Ellon Primary School and Town Centre.
7. Link the Castleton Development to the Town Centre.
8. Path through the field to the west of the Formartine and Buchan Way to link to the Meiklemill area.
9. Currently no through route for vehicular traffic at Castle Street/Balmacassie Way.



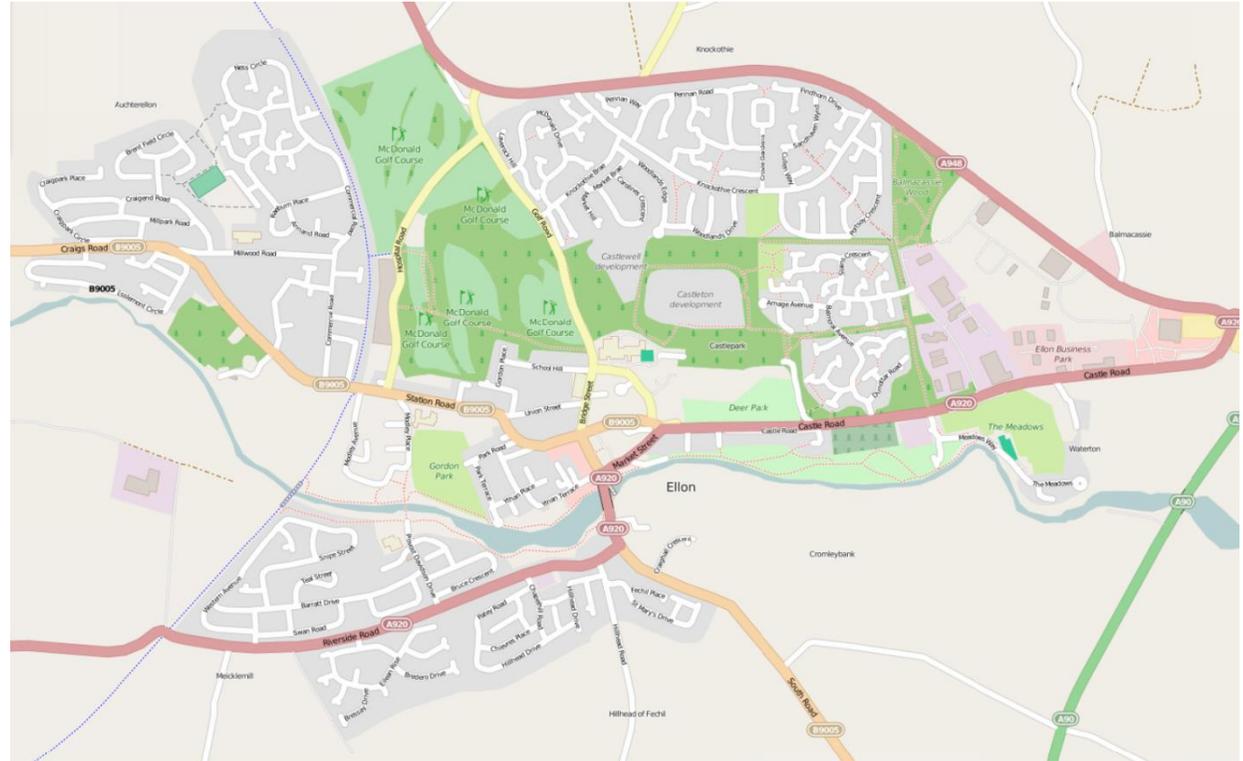
10. Develop a new path between Ythanside and Newburgh.
11. Develop a new path between the Formartine and Buchan Way and Esselmont utilising Station Road and Ogston Road.
12. Construct a bridge over Station Road to link the Formartine and Buchan Way.

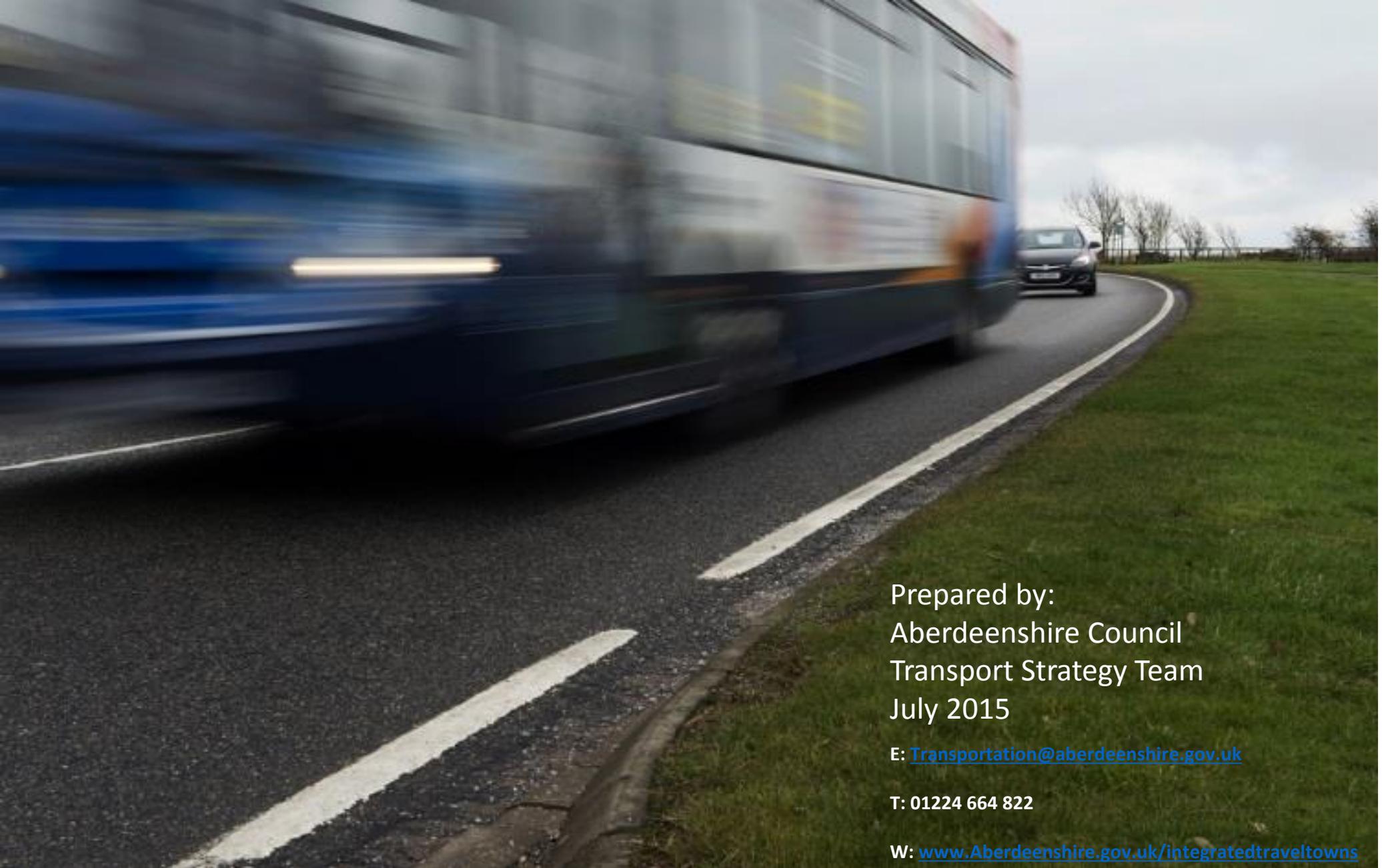
13. Ensure slope on Formartine and Buchan Way at Riverside is rideable.
14. Tarmac the Ellon section of the Formartine and Buchan Way
15. Widen the path along the banks of the river to the east of the A920.

16. Construct a path along the A948 bypass to avoid the road and hill.
17. Consideration should be given for how to join the new cycle path on South Road to the Town Centre.
18. Dropped kerbs on Station Road are poorly installed.
19. Signage for vulnerable road users located on Station Road.
20. Ensure that cycle paths are installed along the A90 Corridor once the Aberdeen Western Peripheral Route (AWPR) is complete.
21. Bus shelter should be installed on the west side of Balmoral Avenue, as this is a busy commuter stop.
22. New path on South Road (east side) has been built with lighting columns, sacrificing the path for a secondary benefit. Path should have been built with pedestrian segregation.
23. Design of the new bridge (with the riverside path going below the bridge) forces pupils/teachers/walkers and cyclists closer to the edge of the river.
24. Assuming a southern bypass, the cycle route to B9005 should be tarmacked.

# Map of Ellon

Please use this map as a guide for where new infrastructure may provide the greatest number of benefits.





Prepared by:  
Aberdeenshire Council  
Transport Strategy Team  
July 2015

E: [Transportation@aberdeenshire.gov.uk](mailto:Transportation@aberdeenshire.gov.uk)

T: 01224 664 822

W: [www.Aberdeenshire.gov.uk/integratedtraveltowns](http://www.Aberdeenshire.gov.uk/integratedtraveltowns)