

NORTH AYRSHIRE COUNCIL  
LOCAL TRANSPORT STRATEGY

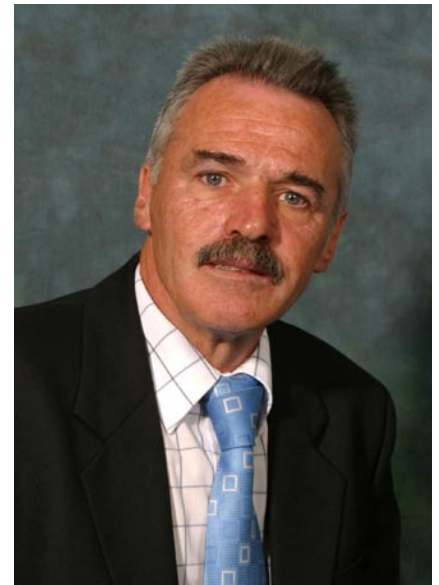
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**NORTH AYRSHIRE**  
COUNCIL

2008-2013





# FOREWORD

by COUNCILLOR TOM BARR

*Member of Executive Committee with responsibility for the Environment.*

“The first North Ayrshire Council Local Transport Strategy was produced in 2000 following the Government’s White Paper ‘Travel Choices for Scotland’ published in 1998.

The visions of the previous strategy will continue with this, North Ayrshire Council’s second Local Transport Strategy, covering the period 2008 – 2013.

The Local Transport Strategy sets out the clear aspirations of the Council for transport investment within North Ayrshire. This will mean the development of the present transport infrastructure to meet the present and future needs in a sustainable way.

This Local Transport Strategy will strengthen the existing links between the various services of the Council and other partner organisations. The delivery of transport has changed with the establishment of a national transport agency, Transport Scotland and Regional Transport Partnership through the Strathclyde Partnership for Transport (SPT). Partnership working will be crucial to the delivery of our objectives with particular emphasis on the links with SPT.

Extensive consultation has been carried out, which contributed significantly to the overall direction of the document which is now more focused on sustainable travel modes, delivering safe reliable transport and in meeting the challenges of a fully integrated transport system for all modes of travel.

**“This Local Transport Strategy will strengthen the existing links between the various services of the Council and other partner organisations.”**





 **The document will contribute to our five transport objectives:**

- To promote social inclusion by connecting communities to facilities and services, and increasing the accessibility of the transport network.
- To promote economic growth by maximising the effectiveness and efficiency of transport services, infrastructure and networks.
- To minimise the environmental footprint of transport services, infrastructure and networks.
- To improve the integration of the transport system between different services and modes, and with other relevant local, regional and national policies.
- To reduce accidents and enhance the personal safety of all users of the transport network by improving the safety and security of journeys.

“meeting the challenges of a fully integrated transport strategy for all modes”

North Ayrshire Council's Local Transport Strategy will take significant steps towards achieving the Council's vision for transport.”





# Executive Summary

## Local Transport Strategy

This document forms an updated Local Transport Strategy (LTS) for North Ayrshire Council. It sets out a longer-term strategic vision and set of objectives, along with proposals for a five-year action plan. The document will be used to guide the actions and priorities of North Ayrshire Council. It will also be used to influence the actions of a range of partner organisations who also deliver aspects of transport within North Ayrshire's boundaries and surrounding region.

### **This LTS document:**

- Replaces the previous LTS produced in 2000;
- Provides the guideline for the implementation, monitoring and review of North Ayrshire Council's transport actions – including the future development, management, and maintenance of the area's transport services, facilities and networks;
- Guides partnership working, and influences the allocation of resources and funding;
- Sets out where the LTS complements and supports other strategies aimed at achieving common goals;
- Supports the policies and aims of the Strathclyde Partnership for Transport (SPT) Regional Transport Strategy (RTS); and
- Supports the policies and aims of the Scottish Government's National Transport Strategy (NTS).

The LTS has been developed in line with Scottish Government Guidance, and follows the completion of RTS as produced by SPT, and Transport Scotland's NTS.

North Ayrshire Council will need to work closely with partner organisations in order to effectively deliver the LTS. North Ayrshire Council's partners play a vital role in ensuring that the transport network is as efficient, inclusive, safe, integrated and sustainable as possible.

**“This document will be used to guide the actions and priorities of North Ayrshire Council.”**





The overall strategic vision for North Ayrshire Council's LTS will remain unchanged from the previous strategy to:

- “Integrate all forms of transport, land use planning, and other strategic policies of the Council relating to economic regeneration, development, and the environment;
- “Maintain and enhance the choice of mode of transport to ensure that all sections of the community have safe, secure and equal opportunity of access to all local facilities, and good transport links to other parts of the country; and
- “Manage and contain any future growth in traffic and promote alternatives, to ensure that problems of traffic congestion and air pollution do not develop.”

## LTS Objectives

The following objectives have been identified for the North Ayrshire Council 2008-2013 LTS

- To promote **social inclusion** by connecting communities to facilities and services, and increasing the **accessibility** of the transport network;
- To promote **economic growth** by maximising the effectiveness and efficiency of transport services, infrastructure and networks;
- To minimise the **environmental footprint** of transport services, infrastructure and networks;
- To improve the **integration** of the transport system between different services and modes, and with other relevant local, regional, and national policies; and
- To reduce accidents and enhance the **personal safety** of all users of the transport network, by improving the **safety** and **security** of journeys.

“promote social inclusion by connecting communities”



## Key Issues

Consultations were undertaken in spring/summer 2007 with key internal and external stakeholders to assist in the identification of issues, problems and opportunities relating to North Ayrshire's transportation network. This included stakeholders from key sectors including transport, health, enterprise companies, and regeneration organisations.

Stakeholders identified numerous real and perceived issues, problems and opportunities pertaining to North Ayrshire. Key themes that arose during the consultations related to a requirement to focus on access to jobs, access to health care, improved access to rural areas, social inclusion, and promotion or support for economic development.

Stakeholders also emphasised the importance of the maintenance and upkeep of the existing transport network. This related to the condition of carriageways, footways and lighting, and was a recurring issue raised during the consultation process.



## Consultation

The draft LTS was subject to extensive consultation. This included a six-week public consultation process, in the form of a travelling exhibition held at sixteen locations across North Ayrshire and advertised on the North Ayrshire Council website and within the local press.

The consultation process also involved the distribution of questionnaires to enable residents and key stakeholders to comment on the draft LTS. The consultation feedback has been used to inform the LTS.

An Environmental Report was developed in order to consider potential environmental impacts associated with action items in the LTS. The Environmental Report was submitted to the Scottish Government Gateway for comment, and was made available throughout the six-week consultation. Feedback has been considered in the finalisation of the LTS.

The draft LTS was presented to the Community Planning Partnership Environmental Thematic Group, to provide an opportunity for the Group to comment on the content of the document. In addition, aspects of the LTS were consulted upon within the North Ayrshire Community Planning Partnership People's Panel.





## Sustainable Transport and Travel Behaviour

An overall strategy to promote best practice in the adoption of sustainable travel behaviour is the most essential element of this LTS. North Ayrshire Council works in partnership with bodies such as the Carbon Trust to implement the North Ayrshire Carbon Management Plan, and has initiated the co-ordination of school travel planning and supported the development of School Travel Plans and Safer Routes to School. The Council has attempted to encourage a shift towards more sustainable travel modes such as walking, cycling and public transport through, for example, promoting Travel Plans for new developments and key facilities. The Council has also supported local, regional and national sustainable transport awareness campaigns, together with demand management and sustainable land-use planning.

The Council has recently appointed a Travel Plan Officer and has begun developing a North Ayrshire Travel Plan in recognition that the Council should lead the way with sustainable transport initiatives.

The Action Plan for the future will include a greater emphasis on accessibility planning, and consideration of further improvements to enable effective marketing of public transport, with the aim of integrating it with North Ayrshire's overall travel behavioural change agenda and programme.

## Safety

Although North Ayrshire is exceeding national targets, road safety will continue to play a significant role in what North Ayrshire Council does. The Council currently works with partner organisations to reduce incidences of driving under the influence of alcohol and drugs, and promote driver improvement schemes. The Council also monitors Road Traffic Accidents and completes safety audits for new road schemes.

North Ayrshire Council will work with partners to provide a safe and secure environment for users of transport services and facilities. For greater pedestrian security, the Council will be investigating the feasibility of using advanced technology street lighting ('White Lights'), which provide improved visibility. The Council will also actively promote the take-up rates of driver improvement training. Road safety will continue to be a priority as the Council works towards reducing the number of accidents to road users and achieving or exceeding Government target figures by 2010.

"An overall strategy to promote best practice in the adoption of sustainable travel behaviour"





## Walking and Cycling

North Ayrshire Council believes that walking and cycling should be given greater priority in terms of transport options, as these modes can have health, local community, and local economic benefits. Walking and cycling are also sustainable and low-cost forms of travelling.

North Ayrshire Council will continue to support and develop the range of strategies already in place to increase walking and cycling for travel to work, school and for recreational purposes, and will continue to support the existing path network.

The Council will implement the Core Paths Plan, the purpose of which is to identify the basic framework of routes sufficient for the purpose of giving the public reasonable access throughout North Ayrshire. In addition, the Council will undertake walking audits of routes for walking to shops, work, school and for leisure and fitness, and look to improve connectivity between the footpath network and public transport, for example as part of a Travel Plan. The Council will continue to encourage cycling through the development of safe cycle networks.



**“the Council will undertake walking audits of routes for walking to shops, work, school and for leisure and fitness”**

## Motorcyclists

Motorcycles, scooters and mopeds can provide a low-cost form of transport. They are also more space efficient than single occupancy cars, contribute less to urban congestion and can be more fuel-efficient. Safety for motorcyclists is a key consideration for North Ayrshire Council. As such, the Council supports awareness campaigns and rider training initiatives, and will provide dedicated parking facilities within town centre car parks. Motorcycling is also a key consideration within the development of workplace travel plans and development proposals.

The Council will examine other initiatives for improving motorcycle safety. The Council will also further provide secure parking facilities within town centres and other appropriate locations such as major facilities and railway stations.





## Public Transport

Public transport is an efficient means of transportation for commuters, residents and tourists, and produces a smaller carbon footprint per person than cars, vans or taxis. Public transport connects people to jobs, health care services, education centres, leisure centres and retail centres.

North Ayrshire Council already works closely with SPT and public transport operators to support, maintain and develop public transport services and infrastructure. The Council has encouraged effective traffic management measures and actively promotes Quality Bus Corridor (QBC) infrastructure and feeder bus services. The Council is also working with operators to support the adoption of accessible and low-emission vehicles.

North Ayrshire Council will explore, in conjunction with SPT, the potential to further develop the provision of public transport services and infrastructure. The Council will support initiatives set out within the RTS, as produced by SPT.

The Council will work in partnership with operators to improve the accessibility of the public transport network, and will work with SPT and other partner organisations to ensure existing subsidised facilities are maintained and enhanced wherever possible. The Council will also continue to support concessionary fare schemes, and will work with SPT on public transport studies.

## Parking and Park and Ride

The need for car parks is a reality of the existing transport network where a high proportion of the population use a car or van to reach their place of work. The Council currently ensures reasonable availability of parking, and investigates problems in residential streets, caused by parked vehicles, and considers appropriate solutions. The Council also provides dedicated parking for disabled users and operates a policy of parking standards for new developments.

North Ayrshire Council will review car parking standards for new developments in line with national policy and will develop a strategic parking policy and a car park management strategy for North Ayrshire.

Park and Ride facilities are a part of a sustainable transport network, and allow users to transfer a portion of their journey to more sustainable modes of transport. North Ayrshire Council supports SPT in identifying potential for Park and Ride corridors and facilities.

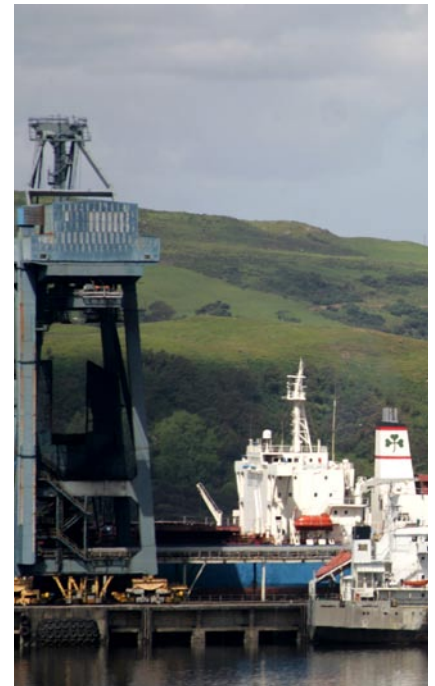
“North Ayrshire Council will explore, in conjunction with SPT, the potential to further develop the provision of public transport services and infrastructure.”



## Freight

The ability to transport freight with ease and efficiency is vital to North Ayrshire's ports, harbours, and local economy. Recognising that local freight is heavily dependent on the road network, the Council provides for the needs of essential road-based freight transport, supports improvements and accessibility to ports and harbours, and reviews and monitors strategic freight routes in and around North Ayrshire. The Council supports initiatives that promote sustainable freight transport (by rail and by sea).

North Ayrshire Council will work with partners to encourage sustainable freight transport, and promote multi-modal freight facilities at key locations. The Council will also explore, with partners, opportunities for development at Hunterston and Ardrossan Harbour. The Council will support the RTS in terms of the maintenance of the A78 and A737 as key freight routes.

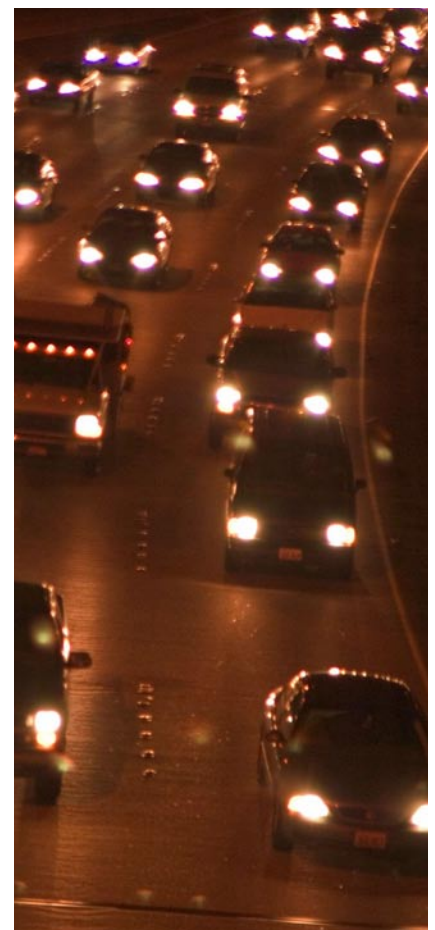


## Local Network Management and Maintenance

The local road network provides for the majority of travel throughout North Ayrshire. The Council works to ensure that the existing road network is maintained to its present standard, and better where opportunities exist.

North Ayrshire Council will continue to develop and maintain a programme of bridge strengthening works, traffic calming schemes, road safety and traffic management schemes, road reconstruction, resurfacing and realignment, together with the Winter Services and Weather Emergencies programme. To safeguard the transport network, the Council will continue to fulfil its statutory duties with regards to the Flood Prevention Act.

The Council is sensitive towards issues related to climate change and will look at ways of securing Green Energy for electrical street furniture and the use of 'White Light' for street lighting. The Council is also sensitive towards issues related to biodiversity and will explore the potential of retaining landscape maintenance standards in order to protect the biodiversity located on road verges.





## Taxis and PHVs

Taxis and private hire vehicles (PHVs) have an important role to play in the provision of transport services in North Ayrshire. North Ayrshire Council licences taxi and private hire vehicles in order to ensure there are sufficient numbers of taxis and PHVs to meet public demand, as far as reasonably practical. The Council also ensures that Disability Discrimination Act (DDA) compliance is a part of Council taxi licence requirements.

“The Council will explore potential for concessionary taxi fares”

The Council will explore potential for concessionary taxi fare and other local concessionary travel arrangements, and will explore a new greener taxi licensing system to encourage the use of energy-efficient vehicles and low-emission fuels.



## External Links

External links provide vital connections to and from places outwith North Ayrshire. Strong external links are an important part of integrating North Ayrshire's local economy with regional and national economies.

North Ayrshire Council supports ongoing strategic rail improvements, particularly for commuter trips. The Council also supports the maintenance and improvement to current levels of service provided by the area's rail operators.

North Ayrshire Council supports proposals by Transport Scotland to improve the effectiveness and safety of the Trunk Road network. The Council also supports proposals contained within the RTS, as produced by SPT, including, specifically, proposals to upgrade the A737 corridor which is primarily the responsibility of Transport Scotland, with support from AMEY.

In terms of access by sea, the Council supports local port, harbour and other businesses to explore opportunities for developing new freight ferry opportunities and markets.

The Council will continue to implement these actions, and support and develop proposals contained within the RTS, as produced by SPT.





## Area-Based Interventions

North Ayrshire is comprised of different communities, each with unique transport challenges and opportunities. In addition to North Ayrshire-wide measures, and providing support for measures set out within the RTS, as produced by SPT, North Ayrshire Council will consider area-specific interventions for specific communities.

On the North Coast and Cumbraes, North Ayrshire Council will work with partners to provide expanded Park and Ride facilities; and promote schemes through the Rural Transport Fund. The Council will continue to pay specific attention to the operation of the ferry service between Largs and Cumbrae.

On Arran, North Ayrshire Council will work with relevant partners to explore potential opportunities for accessible bus arrangements; promote cycling and walking opportunities; and investigate possible sources of additional road funding for remote areas. The Council will continue to pay specific attention to the operation of the ferry services between Ardrossan and Brodick, and between Lochranza and Claonaig.

Within the Garnock Valley, North Ayrshire Council will support and promote the development of multi-modal freight facilities at key locations; safeguard the route of the future off-road replacement section of the National Cycle Network; provide Park and Ride facilities; and monitor traffic levels on the A737.

Within the Three Towns of Ardrossan, Stevenston and Saltcoats, North Ayrshire Council will work with partners to improve rail services; promote and maintain Quality Public Transport Corridors; provide Park and Ride facilities; and improve pedestrian and cycling facilities.

Within the communities of Irvine, Kilwinning, Dreghorn and Springside, North Ayrshire Council will place an emphasis on improving public transport provision and connections; provide expanded Park and Ride facilities at Irvine; seek opportunities for the provision of additional parking spaces as part of the Kilwinning Station interchange scheme.

Finally, in partnership with the Irvine Bay Regeneration Company, North Ayrshire Council will be helping to develop and deliver the regeneration of Irvine, Saltcoats, Ardrossan, Stevenston and Kilwinning. It is recognised that high quality transport links will form a key element of this work.





## Funding, Delivery and Monitoring

It is recognised that funding and partnership working are fundamental to the successful delivery of the actions identified within the LTS. North Ayrshire Council has developed a monitoring process for the LTS, which sets out a number of indicators which will be measured on an ongoing basis to assess the performance of the LTS in relation to each of the LTS objectives. The delivery of the actions will be reviewed on an annual basis, and at the end of the lifetime of the LTS.



“funding and partnership working are fundamental to the successful delivery of the actions”



# Contents

1	<b>Introduction</b>	18
1.1	<b>North Ayrshire Council's Local Transport Strategy</b>	18
1.2	<b>Strategic Environmental Assessment</b>	19
2	<b>The Context for Delivery</b>	20
2.1	<b>National Context</b>	20
2.2	<b>Regional Context</b>	21
2.3	<b>Local Context</b>	21
2.4	<b>Scheme Development and Delivery</b>	22
2.5	<b>Scope of Local Transport Strategy</b>	22
2.6	<b>Delivery Partnerships</b>	23
3	<b>Where Are We Now?</b>	
	<b>Considering Key Issues</b>	25
3.1	<b>Challenges for the LTS</b>	25
3.2	<b>Background</b>	25
3.3	<b>Population</b>	26
3.4	<b>Employment</b>	27
3.5	<b>Car Ownership</b>	28
3.6	<b>How North Ayrshire Residents Travel to Work</b>	29
3.7	<b>Road Traffic</b>	29
3.8	<b>Accidents</b>	30
4	<b>Consultation</b>	31
4.1	<b>Background</b>	31
4.2	<b>Key Stakeholders</b>	31
4.3	<b>Public Exhibitions</b>	31
4.4	<b>Questionnaires</b>	32
4.5	<b>Environmental Report</b>	32
4.6	<b>Community Planning Partnership Environment Thematic Group</b>	33
5	<b>Vision, Objectives and Aims</b>	34
5.1	<b>Vision</b>	34
5.2	<b>Objectives and Aims</b>	34
6	<b>Appraisal</b>	36
6.1	<b>Overview</b>	36
7	<b>Measures and Initiatives</b>	38
7.1	<b>Introduction</b>	38
7.2	<b>Sustainable Transport and Behaviour</b>	38
7.3	<b>Safety</b>	40
7.4	<b>Walking</b>	40
7.5	<b>Cycling</b>	42
7.6	<b>Motorcycles</b>	42
7.7	<b>Public Transport</b>	43
7.6	<b>Parking and Park and Ride</b>	45
7.7	<b>Freight</b>	46



7.8	<b>Local Network Management and Maintenance</b>	47
7.9	<b>Taxis and PHVs</b>	49
7.10	<b>External Links</b>	49
8	<b>Area-Based Interventions</b>	51
8.1	<b>Area 1 - North Coast and Cumbraes</b>	51
8.2	<b>Area 2 - Arran</b>	52
8.3	<b>Area 3 - Garnock Valley</b>	52
8.4	<b>Area 4 - The Three Towns</b>	53
8.5	<b>Area 5 - Irvine, Kilwinning, Dreghorn and Springside</b>	54
9	<b>Funding, Delivery and Monitoring</b>	55
9.1	<b>Delivery</b>	55
9.2	<b>Funding</b>	55
9.3	<b>Prioritisation</b>	57
9.4	<b>Timescale for Delivery</b>	58
9.5	<b>Monitoring</b>	58
9.6	<b>Key Performance Indicators</b>	59
9.7	<b>Sources of Information</b>	59
9.8	<b>Review Process</b>	60
9.9	<b>Action Plan</b>	60

## Table of Appendices:

Appendix A	<b>Strategic Environmental Assessment Mitigation Proposals</b>
Appendix B	<b>North Ayrshire Context</b>
Appendix C	<b>Development</b>
Appendix D	<b>What North Ayrshire Council Has Achieved Since 2000</b>
Appendix E	<b>Strategic Roads Within the NAC Area</b>
Appendix F	<b>Glossary of Terms</b>
Appendix G	<b>Useful Definitions and Terms</b>
Appendix H	<b>References</b>
Appendix I	<b>Stakeholder Consultees</b>
Appendix J	<b>Questionnaire Results</b>
Appendix K	<b>Key Performance Indicators</b>
Appendix L	<b>Objectives and Action Areas</b>

























































































































































































































































