

Moray Council

# ACTIVE TRAVEL STRATEGY

2022 - 2027



**moray**  
council

## Our Vision is...

**'To create a culture and environment where active travel is embedded within our communities as the automatic and obvious choice for everyday journeys to school, work and leisure by: providing a safe, integrated and accessible network for all.'**

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# Introduction

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N.B. Throughout this document you will notice a number of icons which relate to the various aspects of Active Travel



Behaviour Change



Education and Training



Infrastructure Provision



Equipment Provision

Active Travel involves making journeys by physically active means. Moray Council's Active Travel Strategy (ATS) aims to make active travel an attractive and realistic choice for journeys to enable and encourage people to walk and cycle as part of their daily lives.

The Active Travel Strategy sets out overarching aims, objectives and actions as to how Moray Council will seek to deliver high quality walking and cycling networks. It seeks to increase publicity and awareness of these routes, in order to encourage more trips by Walking and Cycling. This is our second ATS, with the previous one covering the period from 2016 to 2021.



The strategy is a 5 year plan from 2022 to 2027 that aims to harness the increase in walking and cycling seen over the last 5 years. Having an up to date and relevant strategy will enable us to effectively continue to increase opportunities for safe, attractive and enjoyable active travel. As part of the strategy, six objectives have been agreed, in consultation with key stakeholders, community groups and individuals with an interest in Active Travel. From these objectives an action plan has been developed with detailed steps that need to be carried out to achieve the objectives.

Details of how the key actions will be delivered, along with timescales, are included and will be subject to regular review. The ATS delivery will be through the Council's own programme of promoting sustainable and active travel, cross departmental work with other areas of the council, in addition to the ongoing partnership approach with external funders, the community and other interested parties.

The ATS has also been developed following Sustrans "Active Travel Strategy Guidance" 2014. The guidance advises that this type of Strategy should include four key elements:

- An action plan
- Walking and cycling infrastructure, including a network plan
- Behaviour change, promotional and training activities
- A monitoring plan

# Our Active Travel Strategy

## What is Active Travel?

Active Travel simply means making journeys in physically active ways. Be it walking, cycling or wheeling to work and school, or other everyday journeys you make to get from place to place such as access to green spaces, shopping and visiting friends and family, active travel can offer a convenient, accessible and affordable way to move more.

By supporting more people in Moray to walk, wheel, and cycle for everyday journeys, we will improve health, create safer communities, and reduce environmental impacts.

Why do we need a strategy? In this Strategy we aim to make active travel the natural choice for everyday journeys across all our communities. This strategy builds on the previous ATS and by providing clear objectives and actions seeks to enable engagement with communities. An ATS keeps walking, wheeling and cycling at the forefront of projects being delivered within Moray. The Strategy has been led by the Sustainable Travel Officer, guided by feedback and support through an internal working group, and public workshops with community groups and organisations with an interest in Active Travel. The initial consultation has taken place to ensure the proposed aims and objectives reflect the genuine needs and desires of existing current and potential Active Travel users.

The Scottish Government's Cycling Action Plan for Scotland (CAPS) 2017 recommends that every local authority in Scotland develops an Active Travel Strategy. Additionally the 2014 National Walking Strategy 2 recommends the development and promotion of high quality walking and cycling networks across local authority areas. Moray Council has developed this strategy to meet these recommendations.



## Active Travel and COVID-19

The Covid-19 pandemic has had a significant impact on active travel where we have seen large increases in cycling and walking during the pandemic, both locally and nationally. At the same time, however, some people have been working from home and have lost fitness and confidence to reintegrate and leave their homes and have deteriorated physically<sup>1</sup>. As we move forward from the pandemic there are opportunities to use the increase in active travel to support those who have struggled to stay active, so that everyone can feel the benefits of walking and cycling. However, it is recognised that an increase in active travel is likely to be more difficult for some groups, including those with long commuting distances, the socioeconomically disadvantaged and the disabled. It is also essential to consider that some businesses will be encouraging staff to work from home going forward.

## Vision Statement

At the start of this process an internal working group was set up to help update and refresh the ATS. The purpose of the group was to work collectively to identify the goals, aims and needs for a renewed ATS, whilst linking the vision to other relevant local and national policies and strategies. The group comprised of officers from, Transportation, Development Management, Strategic Planning and Development along with a representative from HITRANS. A peer review and discussion took place and a new vision was collectively developed for the future of Active Travel in Moray. Following on from the consultation however, the Vision Statement was then revised and collectively developed with consultees for the future of Moray.

**'To create a culture and environment where active travel is embedded within our communities as the automatic and obvious choice for everyday journeys to school, work and leisure by: providing a safe, integrated and accessible network for all.'**



<sup>1</sup> <https://www.pathsforall.org.uk/about-active-travel>

# Policy Rationale

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Active travel is a key element in a number of national, regional and local strategies and the development of our ATS has been informed by them. This ATS supports the ambitions within Transport Scotland's Active Travel Framework to improve the uptake of walking and cycling across Scotland for travel. The strategy also sits alongside a number of other policies and strategies within Moray Council, and both complements and strengthens the commitments being worked towards improving the quality of life for people in Moray, and for Moray Council to become Carbon neutral by 2030. The main related policies and strategies are outlined below:

- Moray Council Climate Change Strategy 2020
- Moray Council Local Development Plan 2020 - Placemaking and Infrastructure and Services Policies
- Moray Council Corporate Plan 2019 - 2024
- Moray Council Elgin Transport Strategy 2016
- Moray Council Open Space Strategy 2018
- Moray Council Road Safety Plan 2018 - 2022
- HITRANS Active Travel Strategy 2018 (Draft)
- Cycling Action Plan Scotland 2017 – 2020
- National Walking Strategy 2014
- A Long Term Vision for Active Travel in Scotland 2020 - 2030
- Cycling By Design 2021
- National Planning Framework 3 and 4
- Strategic Road Safety Plan 2016
- Public Health Strategy Scotland 2020 - 2023



The Moray Council Climate Change Action Plan has a number of actions which relate to Active Travel and how we can tackle climate change together:

- 1) Active Travel to School campaign and promotion, including parking management around schools, and supporting modal shift from vehicles to active travel wherever feasible**
- 2) Promotion of travel behaviour change through targeted programmes, including Active Travel infrastructure measures from the Active Travel Strategy and website information provision**
- 3) Develop and promote Travel Plans for Moray Council, major employers and schools**
- 4) Ensure all new developments make provisions for Cycle Parking, including secure cycle parking for flats and properties with no gardens.**

The National Planning Framework (NPF) is a long-term plan for Scotland that sets out where national developments and infrastructure is needed to support sustainable and inclusive growth. NPF3 was published in 2014, and NPF4 is currently in draft status and will be a longer term vision to 2050 with fuller regional coverage and improved alignment with wider programmes and strategies, including Active Travel and infrastructure.

The position statement for NPF4, as set out by the Scottish Government, is that a significant shift is required if Scotland is to achieve net-zero emissions by 2045, as climate change will be the guiding principle for all plans and decisions going forward. Of particular interest within the NPF4 for the ATS, is the 20 Minute Neighbourhood approach (having access to all goods and services we need within a twenty minute walk or cycle from home), being the key development opportunity to influence the way we plan places together with everyday local infrastructure to significantly reduce the need to travel longer distances. The concept will explore how a new emphasis on living locally could work in different parts of Scotland, from remote rural communities to our towns and cities, taking into account the needs of everyone in society so that equality is built in from the start. 20 minute neighbourhoods has the potential to provide solutions to a range of problems such as the climate emergency, health inequality and the decline of town centres.

The changes to NPF4 are intrinsically linked to Active Travel and infrastructure and include:

- 1.** Building 20 minute neighbourhoods – Planning homes with everyday local infrastructure including schools, community centres, local shops and healthcare to significantly reduce the need to travel. This is not just about new buildings, but also a change in a way that also helps to transform our existing places.
- 2.** Removing the need for planning permission for active travel and electric vehicle charging points to ensure that new infrastructure can be rolled out widely and quickly.
- 3.** Strengthening support for development in town centres and restricting out-of-town retail and leisure to help transition away from car-dependent developments towards those that enable walking, cycling, wheeling and public transport accessibility.

The Moray Council Road Safety Plan also highlights that pedestrians and cyclists are the most vulnerable road users, albeit the number of pedestrians and cyclists injured on Moray Roads are still very low. However, the Road Safety Plan reinforces the need to provide Bikeability training across all our schools, as it not only increases children's confidence, but also gives them practical training on the road, improving their road sense. The ATS has noted the importance of this, and as part of our objectives of the strategy, included that 95% of primary schools will be delivering Level 2 Bikeability by 2027.



These are just a few points that illustrate the importance of the role that Active Travel plays within a range of policies and strategies. Scotland's Public Health Strategy 2020 – 2023 also puts great emphasis on Active Travel and its importance to Public Health. It states that the environment in which we live in and open spaces we have access to contribute to differences in the health and wellbeing of communities across Scotland.

### **Scottish Government Investment**

In order to deliver the strategy actions, which are underpinned by Transport Scotland's 'Active Travel Framework', the Scottish Government allocate yearly funding to partner organisations and Local Authorities.

Some partner organisations administer the grant funding to deliver both infrastructure and behaviour change programmes.

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Below is a list of some of the main funds available to all local authorities for active travel projects:

- Places for Everyone - Sustrans
- Smarter Choices, Smarter Places (SCSP) - Paths for All
- Cycling Friendly Programme – Cycling Scotland
- Bikeability – Cycling Scotland
- E-bike grant and loans – Energy Savings Trust
- Workplace engagement - Sustrans
- School Cycle and Scooter Parking Grant – Sustrans

Moray Council apply annually for SCSP, Places for Everyone and Bikeability grant funding. Paths for All's SCSP fund enables Moray Council to deliver behaviour change initiatives each year to encourage less car use and more journeys by foot, bicycle, public transport and car share. Cycling Scotland's Bikeability fund is a cycle training scheme designed to give children the skills and confidence they need both to cycle safely on the roads, and to encourage them to carry on cycling into adulthood. This grant allows us to work towards having every primary school pupil in Moray between P5 – P7 competent in level 2 on road cycling.

The Sustrans Places for Everyone grant provides advice, support and funding for the creation of infrastructure projects that make it easier for people to walk and cycle for everyday journeys. This can range from feasibility studies and design, all the way through to the construction stage of local projects, and is most likely to fund higher cost projects.

There are also smaller ad hoc grants available annually from our Regional Transport Partnership, HITRANS, to deliver small scale infrastructure projects, such as installation of bike repair stations and cycle parking.

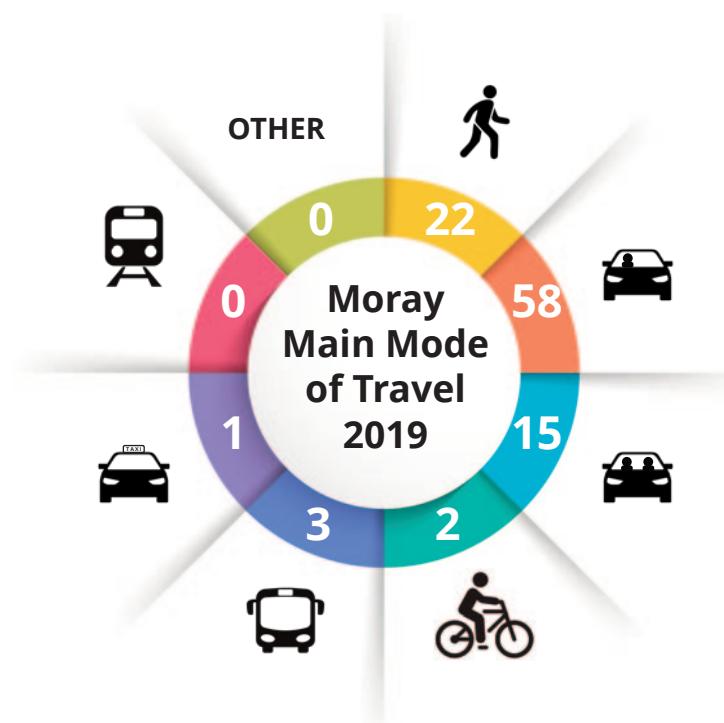
Finally, as part of the Local Government Settlement, the Scottish Government also allocates all Local Authorities 'Cycling Walking Safer Routes' (CWSR) funds. The CWSR fund is a ring-fenced grant from Transport Scotland, which is used to undertake works for local cycling, walking and safer routes projects. The CWSR award has increased every year for the last 3 years from £131,000 in 2018 to £426,000 in 2021. Earlier in 2021 the Scottish Government announced that they have committed to ensuring that at least 10% of the total transport budget goes on active travel by 2024-25, an increase of some 7%. This additional funding will have a positive impact on the Council's ability to support the objectives and deliver the actions of the ATS.

# Walking and Cycling Data in Moray

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Moray is a rural local authority in North East Scotland which has a population of 95,820<sup>2</sup>, so for many local residents a private vehicle is an important means of getting around; with walking and cycling being challenging for some journeys. Due to the rural nature of Moray, car ownership levels are relatively high (86%)<sup>3</sup> compared to much of the rest of Scotland (72%)<sup>4</sup>. Nevertheless, there is evidence to show that despite this Moray and the HITRANS region which has a larger amount of rural settlements than most of Scotland, have relatively higher statistics for Active Travel as a 'main mode of travel' than a large percentage of other local authority areas in Scotland.

**Table 1: Scottish Household Survey 2019 Travel Diary - Main mode of travel by Council**



	Walking	Driver car/van	Passenger car/van	Bicycle	Bus	Taxi/minicab	Rail	Other
Argyll & Bute	27	56	8	0	5	2	1	1
Eilean Siar	18	60	12	0	6	0	1	3
Highland	21	61	12	2	3	0	0	1
Orkney Islands	18	56	19	3	2	0	0	1

<sup>2</sup> National Record Statistics, June 2019

<sup>3</sup> Scottish Household Survey 2019

<sup>4</sup> Scottish Household Survey 2019

**Table 2: Scottish Household Survey 2019 Travel Diary - Main mode of travel by Regional Transport Partnership Area:**

	Walking	Driver car/van	Passenger car/van	Bicycle	Bus	Taxi/minicab	Rail	Other
<b>Highlands &amp; Islands</b>	22	59	12	1	3	1	0	1
<b>NE Scotland</b>	20	59	10	1	7	1	1	1
<b>Zetland</b>	19	59	14	1	5	1	0	1
<b>SE Scotland</b>	23	51	12	2	9	1	2	1
<b>SW Scotland</b>	15	65	14	0	4	0	0	2
<b>Strathclyde</b>	20	52	13	1	7	2	4	1
<b>Tayside &amp; Central</b>	31	49	1	1	5	1	1	1



A large proportion of the population in Moray is concentrated around the main settlements of Elgin, Forres, Buckie, Keith and Lossiemouth. As such, this means that whilst car ownership is higher here, there are still opportunities for many short trips (under 5km) that can be made in and around our towns by walking and cycling for work, education or leisure purposes. The 2011 census data shows that 64.6% of all journeys within Moray are 5km or less which is an ideal length for making active travel journeys. Therefore, a series of behaviour change programmes to encourage and promote the use of the existing and future network for these journeys of 5km or less is included within the actions for the ATS.

### **Active Travel Journeys to Work**

Much has been done in recent years to enable and encourage more active travel in Moray, more of which will be discussed in the next section of the strategy, and in the most part we can see that this has translated into more people walking and cycling to work. However, there has been a drop in those numbers in the most recent data published in the Annual Cycling Report 2021, this could be due in part to more people working from home due to Covid-19. The national figure for Cycling to work is 4.9% in Scotland, so despite any changes associated with the pandemic Moray is still above average at 5.5%. Going forward there will be a focus on what can be done to increase levels back to, and beyond, 9%.

Diagram 1: Those Cycling to Work Usually/ regularly in Moray



Whilst there is no annual monitoring of walking journeys published in the way that the annual cycling monitoring data is, the 2011 Census shows that 12.2% of journeys to work in Moray were made by walking. Due to the Covid-19 pandemic there was no Census completed in 2021, but is scheduled to take place in 2022 and once these results are available they will be reported as part of the monitoring of the Strategy.

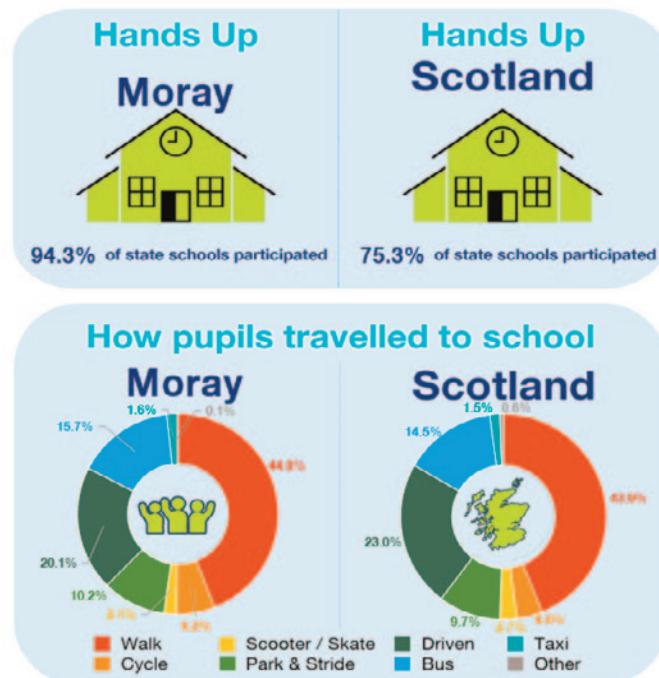
## Active Travel Journeys to School

Travel to school data in Moray is mainly monitored through the Living Streets Travel Tracker programme, as well as the Hands Up Scotland Survey (HUSS) done once a year by the Scottish Government.



Since 2015 Moray Council has been working with primary schools to install the Living Streets Travel Tracker programme through funding from the Scottish Government's Smarter Choices Smarter Places (SCSP) programme. Travel Tracker is an interactive tool for recording how primary children travel to school on a daily basis. It offers an incentive programme for pupils to travel actively as well as related classroom resources and integrates the recorded data into Curriculum for Excellence activities. Travel Tracker not only provides data on how the children travel on a daily basis rather than the once a year snapshot of HUSS, but allows better comparison with other local authority areas too. Data from Travel Tracker is also useful when schools produce a travel plan as it is a ready source of data on how the children travel to school as required by the school travel plan.

The data in the tables below are taken from the 2021 Hands Up Scotland Survey (HUSS) which is part of the National Statistics collected annually by the Scottish Government. However, the survey is carried out on one day only each September and can be subject to local variations e.g. weather or other activities taking place in school. The most recent Active Travel to school data in Moray for 2021 is at 52.3%, which is both higher than the National average at 50.2%, and the Highest in the HITRANS region (see table 4)



<sup>5</sup> Annual Cycling Monitoring Report 2020

Moray primary schools also have a high level of participation in Cycling Scotland's Bikeability Level 2 programme. Bikeability is the national cycle training programme for school children that is designed to give children the skills and confidence they need to cycle safely on the roads. Participation across primary schools has grown from 37% of schools participating in 2018 to 75% in 2022. As well as Active Travel, any primary or secondary school child in Moray who lives more than 2 miles (or 3 miles for some secondary pupils in Elgin) from their catchment school, is entitled to free school transport. There are 629 (9%) and 1660 (31%) pupils in Moray currently entitled to school transport. This reflects relatively well with the HUSS data showing that currently in 2021 8% of primary pupils use school transport instead of being driven, and 25% of secondary pupils..

**Table 3: Moray Travel modes to school**

Year	Walk	Cycle	Scooter /Skate	Park & Stride	Driven	Bus	Taxi	Other
2008	48.6%	6.1%	0.6%	5.7%	17.8%	19.0%	1.7%	0.5%
2009	49.6%	5.8%	0.6%	5.8%	18.3%	17.5%	2.2%	0.2%
2010	46.2%	5.1%	0.6%	6.0%	19.0%	20.9%	2.1%	0.1%
2011	45.9%	5.6%	0.6%	6.9%	17.0%	21.7%	1.9%	0.5%
2012	42.7%	5.0%	1.1%	5.9%	19.6%	23.1%	2.2%	0.4%
2013	44.8%	4.5%	2.3%	5.6%	19.7%	21.1%	1.9%	0.1%
2014	44.0%	5.0%	1.7%	5.4%	22.1%	19.9%	1.7%	0.1%
2015	42.8%	4.9%	2.5%	6.2%	21.3%	20.2%	1.9%	0.2%
2016	44.5%	4.9%	2.8%	8.1%	20.5%	17.4%	1.6%	0.1%
2017	43.1%	4.7%	2.1%	9.2%	20.8%	18.4%	1.5%	0.2%
2018	43.8%	5.6%	2.5%	11.0%	19.7%	15.9%	1.4%	0.1%
2019	42.9%	5.1%	3.5%	10.2%	19.5%	16.9%	1.8%	0.2%
2020	44.8%	4.7%	2.5%	10.7%	19.6%	16.0%	1.6%	0.2%
2021	44.0%	6.2%	2.1%	10.2%	20.1%	15.7%	1.6%	0.1%

Source: HUSS 2021, Sustrans

**Table 4: Travel modes by Local Authority in 2021**

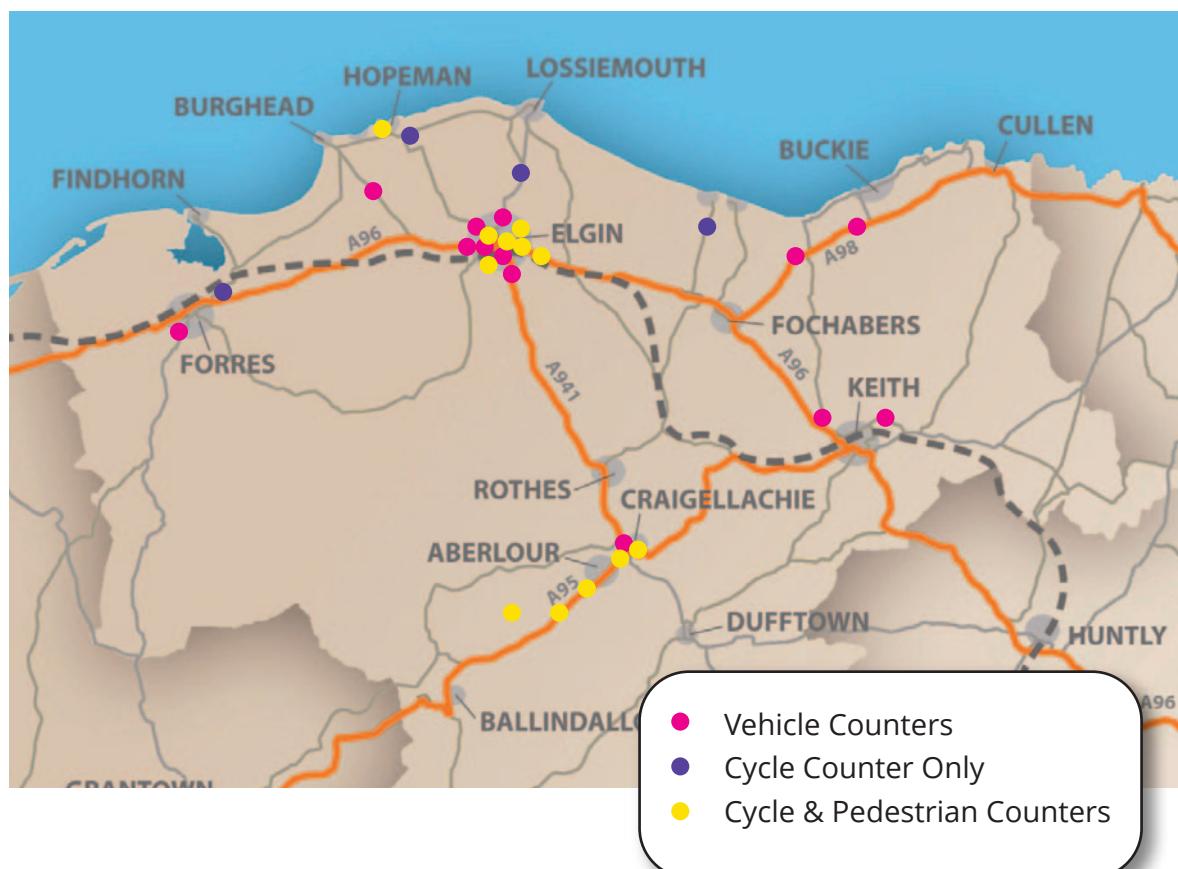
<b>Argyll &amp; Bute</b>	33.6%	3.8%	0.8%	8.1%
<b>Eilean Siar</b>	12.2%	2.0%	*	2.3%
<b>Highland</b>	35.5%	8.4%	1.9%	5.3%
<b>Moray</b>	<b>44.0%</b>	<b>6.2%</b>	<b>2.1%</b>	<b>10.2%</b>
<b>Orkney Islands</b>	30.2%	5.8%	0.7%	5.7%

Source: HUSS 2021, Sustrans

### Moray Data

As part of the ongoing monitoring of walking and cycling in Moray, the Council has a number of locations where permanent counters are installed providing daily information on the number of pedestrians and cyclists using the route.

See Appendix 1.



Moray has an expanding network of active travel routes that provide good connectivity in parts of the region, particularly in some urban areas. However, cycling and walking infrastructure needs further development if Moray is to have a comprehensive network that offers real travel choices to everyone. Furthermore, infrastructure alone is insufficient to bring about the change that is required if Moray is going to meet the national targets for the number of journeys made by active travel and must be supported by behaviour change and education/training programmes.

### **Existing Active Travel**

Over the years Moray Council has done a lot to improve accessibility and conditions for those travelling by walking and cycling, through both the provision of infrastructure and behaviour change initiatives.

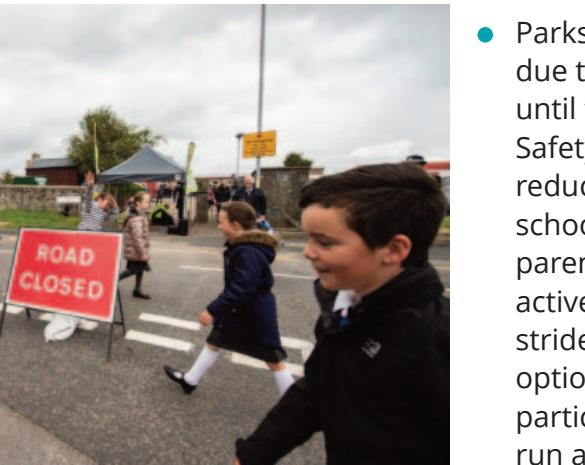
The recent Elgin City Centre Masterplan consultation has shown Active Travel to be a top priority in shaping the thinking of the redesign of Moray's main settlement. It envisages the City Centre as becoming a much more people focussed, rather than a car-focussed place, in recognition of the fact that vehicles currently dominate the City Centre streets and that this negatively impacts on the attractiveness and safety of walking and cycling. A change in travel behaviour is therefore desired, away from the dominance of the private car towards more walking, cycling and public transport use.

Moray Council have delivered in the past, and are currently engaged in a range of behaviour change initiatives to promote active travel in the region, which this strategy can build on and enhance. Notable examples include:

- Since 2015 Moray Council has been delivering the 'WOW Walk to School Challenge' programme across primary schools in Moray. This initiative is led by Living Streets, the everyday walking charity. WOW is a pupil-led initiative where children self-report how they get to school every day using the interactive WOW Travel Tracker. If they travel sustainably once a week for a month, they get rewarded with a badge.
- In 2017 an Active Travel Street Art Project, '789 Route Maps' was developed by NADFLY, an artist studio that specialises in place making and social engagement. Colourful glyph signs (symbols that conveys information non verbally) were erected across Elgin to create new walking routes, aimed at encouraging children and families to get more active and out and about more, and getting walkers to rediscover quieter paths and cul-de-sacs away from busy roads.



- In 2019 a new Employee Cycling Challenge initiative was run in partnership with Love to Ride. ‘Love to Ride Moray’ was an online platform designed to get more people across the region cycling to and from work. It included a full programme of cycling behaviour change and engagement activities to create a local business and community engagement programme that had incentives and rewards for cycling.



- Parksmart Moray was developed in 2020, but due to the Covid-19 pandemic was put on hold until the beginning of 2021. Parksmart is a Road Safety and Active Travel initiative which aims to reduce congestion and improve safety at the school gate. The purpose of Parksmart is to get parents to think about their behaviour whilst actively promoting walking to school or park and stride as the easier, safer and most stress-free option. Since its launch, 2 schools have participated, and there is increased demand to run at many other primary schools.

- In 2021 Moray Council began working in partnership with Cycling UK to bring together ‘The Moray Bothy’ programme. It is part of the Cycling UK Bothy programme, which works with local communities to bring together organisations that promote walking and cycling activities and providing any additional opportunities that are required to help people get active on wheels or by foot, particularly in the aftermath of Covid-19 restrictions. The programme focuses on promoting accessible and inclusive cycling and walking opportunities, supporting residents primarily, and eventually visitors to the area.



As well as behaviour change, there have been many successful small and large scale infrastructure projects delivered across Moray in the past. Notable infrastructure projects since 2016 are:

- Sanquhar Road, Forres (2016) – Shared use cycle track built on Sanquhar Road, alongside Applegrove primary to Forres Academy through Roysvale Park
- Reiket Lane, Elgin (2017) - Widened existing pavement from the A96 to the Elgin Golf Club avoiding on road cycle routes, to create shared use path the whole way
- River Lossie Cycle Path, (2017) – A new cycle route from the A96 at Old Mills road in the west all the way to Lhanbryde in East along flood embankment
- Buckie A942, (2017) – Traffic lights on High Street to enable safe and accessible crossings for pedestrians
- Hay Street Traffic Lights, Elgin (2018) - Has provided dedicated crossings for pedestrians on busy section of A941
- School Brae, Lossiemouth (2019)– Traffic lights at bottom of School Brae to enable safe and accessible crossings for pedestrians, and additional cycle green lights to allow cyclists priority over traffic
- A95 Banff Road, Keith (2020) - Provision of shared use path from school road to new nursery, including a pedestrian crossing
- Moray School Streets Pilot Project (2021) - Roads around two Elgin primary schools closed off to vehicles at drop-off and pick-up times during term-time, as part of a new pilot project. Following a review of surveys and traffic/ pedestrian data throughout the trial, the scheme was approved to be made permanent from September 2022.



A project of particular significance that has been ongoing since 2018 is the creation of 'The Speyside Low Carbon Hub'. The hub and path project is sited in the heart of Scotland's Speyside area, and aims to make a step change in the use of low carbon transport modes in a number of different ways. The project was awarded funding from the European Regional Development Fund (ERDF) Low Carbon Travel and Transport Challenge Fund, and Transport Scotland.



The first phase of the project was completed in December 2019 and has seen major path improvements of over 10km of the Speyside Way between Craigellachie and Carron; three new electric vehicle charge points at Aberlour, including two 'rapid' chargers (one of which will be dedicated for charging public transport buses) and a third, fast charger for the dedicated use of the Moray Carshare membership; electric car and e-bike hire services from Moray Carshare; and bike repair stations at key points along the Speyside Way.

Due to the success of the first phase improvements and the increased use of the route, Moray Council secured further funding from ERDF to make additional improvements to the Speyside Way. Phase 2 of the project began construction work in early Spring 2022, and was completed in July 2022. This includes a further upgrading of 10.5km path from Carron to Cragganmore, and provides a high quality active travel route to access Aberlour and Craigellachie for a number of smaller settlements, individual properties and businesses.

Pedestrian and cycle numbers on the first phase of the path improvements more than doubled between July 2019 and July 2020. The increasing upwards trend has continued into 2022 data. See appendix 2 for data.

Furthermore, new cycling and walking infrastructure has been secured through the use of planning conditions for new developments, amongst others, in the south of Elgin, south of Forres and west of Buckie including the replacement of a pedestrian bridge over the river Mosset, which provides enhanced Active Travel access to Forres Academy and Applegrove Primary.

Despite our successes, there is more that can be done, and through this ATS we will continue to encourage people to think about the type of journey they are making and consider if it can be made by foot or bike. By doing so, we are seeking to change social norms so that all Moray residents consider active travel choices to be relevant and desirable alternatives to the car.

Moving forward the ATS Action Plan includes the development of Active Travel masterplans for key settlements. These masterplans will include a costed action plan, to deliver placemaking and infrastructure interventions to make active travel the obvious choice for everyday journeys based on the 20-minute neighbourhood concept. This will link in with the National Planning Framework 4 concept of 20 minute neighbourhoods across our cities, towns, and rural areas so that the places where we live and work are more resilient and sustainable. Active Travel will be an important layer within these neighbourhood plans.

The masterplans will form a basis for identifying opportunities for improvement to existing networks, identifying gaps and seeking to provide new infrastructure to close those gaps. It will also help demonstrate what is required in relation to new development, as part of the review of the Moray Local Development Plan which commences in 2022. Engagement for the masterplans will be undertaken in partnership with the communities to ensure any proposed changes or additions are agreeable. Key stakeholders within each community will be local businesses, schools, leisure facilities, Community Councils, community groups representing the various characteristics, with a special focus on disability, age and sex, existing active travel groups, third sector organisations and Council Members. The masterplans will be a cross-departmental collaboration within the council in order to successfully develop them.

Work is progressing on the development of detailed Active Travel mapping of existing routes which are available for use by cyclists, and by extension pedestrians. We are also in the process of assessing potential Active Travel routes as identified through the consultation process, and by officers and stakeholders.

# The Benefits of Active Travel

Active Travel brings many obvious benefits to both communities and individuals. Investment in Active Travel has positive outcomes for public health, social inclusion, reducing the environmental impact of transport and for supporting local economic activity. By choosing to walk or cycle over private vehicle use, it delivers a low cost, high return for society as a whole and on individual health.

## For the Environment

Through the Climate Change Scotland Act 2019, the Scottish Government has set a legally-binding target to cut greenhouse gas emissions to net-zero by 2045. Changing to Active Travel can play a significant role in helping to achieve this. The largest benefit comes from changing from car use to active travel for business, social and commuting journeys. In 2018, Transport (excluding International Aviation and Shipping) was the largest source of net emissions in Scotland, followed by business and agriculture<sup>6</sup>. Data published by the Department for Business, Energy and Industrial Strategy 2019 shows that whilst emissions in general have fallen across Moray from domestic, industry and commercial use between 2005 and 2015, there has been an increase in Transport emissions from 160kt CO<sub>2</sub> in 2005 to 165kt CO<sub>2</sub> in 2018. Greater investment and promotion of active travel is an effective way of reducing Moray's transport emissions, meeting Government targets, and providing a cleaner local environment.



## For the Economy

Walking and cycling are cheaper and more accessible forms of transport, and through investment in infrastructure, and promotion of Active Travel it can lead to an increase in local economic growth. Those walking, wheeling and cycling tend to spend more money locally than drivers, especially in retail areas<sup>7</sup>. People in pedestrianised areas have more time to "stop, look, and spend without the hassle of navigating busy roads and worrying about traffic"<sup>8</sup>.

<sup>6</sup> <https://www.gov.scot/publications/scottish-greenhouse-gas-emissions-2018/pages/3/>

<sup>7</sup> Sustrans, Active Travel and Economic Performance Review

<sup>8</sup> Sustrans 2013 Retail vitality Report

Having good infrastructure in place for walking and cycling leads to higher footfall in town centres, and more time spent in shops than those who drive. A case study within Living Streets 'Pedestrian Pound 2018' document showed that following a £10 million investment in Stoke-on-Trent's city centre to make the area more pedestrian-friendly, it increased footfall by 30%. Measures such as widening footways, replacing existing footway surfaces, installing trees and seating were introduced and have encouraged large numbers of people back to the town centre.

Organisations with higher levels of staff who travel to work by walking or cycling also have higher productivity levels and reduced absentee levels.

### **For Health**

Increasing levels of physical activity is central to improving the nation's health and wellbeing. Active Travel has a major role in encouraging physical activity. The National Walking Strategy 2014 highlights that physical inactivity results in around 2,500 premature deaths in Scotland each year, costing the NHS around £91million annually.



Active Travel, when compared with other forms of exercise, is one of the easiest ways to incorporate physical activity into our everyday lives. The NHS recommends that adults do a minimum of 150 minutes of exercise a week, and children do a minimum of 60 minutes per day. The most recent Scottish Health Survey 2019 shows that the proportion of children (aged 2-15) who met the recommended physical activity level in Scotland was the lowest since 2008 at 69%, and only 66% of adults met the minimum recommendation. In the North East of Scotland 1 in 5 children (aged between 2 and 15) and 2 in 5 adults in the North East are not meeting the national guidelines for physical activity<sup>9</sup>.

**The NICE Physical activity in the Workplace Report 2008, states that 'Workers that undertake physical activity take 27% fewer sick days'.**

<sup>9</sup> Scottish Health Survey 2019

By changing the way we travel for work, education and leisure through walking and cycling, instead of car use, it can help contribute to a healthier lifestyle. Communities that have good walking and cycling links, help to provide easy healthy lifestyle choices for us all to make active travel part of our daily activity.

Walking and cycling, like many outdoor activities, is good for our physical and mental health. Switching more journeys to Active Travel will improve health, quality of life and local productivity whilst at the same time reducing costs to the public purse. These are substantial win-wins that benefit the individual and the community of Moray as a whole.

In our Active Travel Consultation the following benefits were highlighted by respondents;



All abilities paths would encourage people with disabilities

I feel with a young family we would be more inclined to do active travel to keep healthy

Prioritising 'active' users would benefit everyone

It would benefit the many more elderly expected in moray, this is vital to make more inclusive

# Objective Setting

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The objectives for the ATS have been developed through alignment with national, regional and local policies. The overarching aims of the strategy are to deliver increased levels of cycling and walking to education and work, and an increase in provision of physical infrastructure across Moray. A number of SMART objectives have been developed to enable these aims to be delivered, which is linked to an action plan, contained within Appendix 3. The aims help connect and achieve the overall vision of the ATS, 'To create a culture and environment where active travel is embedded within our communities as the automatic and obvious choice for everyday journeys to school, work and leisure by: providing a safe, integrated and accessible network for all.'

## Objective Setting Process

Following a review of existing national, regional and local policy documents and guidance, an online consultation workshop was held on the 3rd September 2021 with the aim of bringing together key stakeholders to discuss the priorities for active travel in Moray. Discussions took place around the differing priorities for different communities within Moray. Some of those who attended were representing the smaller more rural villages, so highlighted the need for long distance routes connecting settlements, whilst others brought up the need to link up existing parts of the network in our larger towns. The highest priorities that were raised by the group were:

- Community engagement throughout projects
- Long term maintenance of un-adopted paths
- Dedicated space for cycling and walking (reallocated from existing road space where appropriate)
- Cycle parking and facilities at destinations
- Road closures around school zones
- Marketing promotion and signing of routes
- Speed limits and traffic calming.

It was also clear from the workshop that it was essential for the Council and Community to work together at all stages of project development, from design through to implementation. Amongst those who attended there was representation from Moray Transport Forum, Cycling UK, HITRANS, Community Councils, NHS Grampian, Moray Council Officers, Outfit Moray as well as other individuals and groups with an interest in cycling and walking.

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## Aims and Objectives

There are 3 simple overarching aims for this strategy, to increase cycling and walking journeys to work, to increase cycling and walking journeys to education and to increase the provision of physical infrastructure. These aims are quantified in six specific objectives focused around the provision of infrastructure and facilities, meaningful travel planning, skills training and education.

In order for the objectives to be achievable they needed to be specific, measurable, achievable, relevant and timed; SMART. Our detailed objectives have therefore been developed with these key points in mind and will allow for more effective planning and monitoring of the ATS action plan. The objectives have also been established using insight, and workshop feedback from these organisations and individuals that are currently involved in helping to promote walking and cycling in Moray.

Each of the objectives are supported and linked to one or more actions in the Action Plan and are listed in order, see Appendix 3.



## Active Travel Strategy Aims

### AIM - Increase in provision of Physical Infrastructure

#### INFRASTRUCTURE

**1) Objective** - Increase AT on the public road network with an extra 5% infrastructure over the next 5 years –



**2) Objective** - Increase use of NCN1\* route by pedestrians and cyclists by 2% on a year by year basis from 2022 to 2027

\* National Cycle Network 1 is a 1264 mile cycle route along the east coast of UK, cared for by Sustrans.



**3) Objective** - Ensure all major transport connections and destinations (interchanges) and businesses have appropriate cycle parking\* installed by 2025.



\* please refer to Cycling by Designs appropriate cycle parking. All installations will be in line with this guidance. [www.transport.gov.scot/media/50323/cycling-by-design-update-2019-final-document-15-september-2021-1.pdf](http://www.transport.gov.scot/media/50323/cycling-by-design-update-2019-final-document-15-september-2021-1.pdf)

### AIM - Increase in walking and cycle journeys to work

#### WORK

**4) Objective** - All large employers (over 250) to have a completed an up to date live Travel Plan Document by 2027.



### AIM - Increase in walking and cycle journeys to education

#### EDUCATION

**5) Objective** - 95% of primary schools delivering Level 2 Bikeability by 2027. (Current baseline figures - 75% of primary schools delivering 2022, with a 67% completion rate)



**6) Objective** - 60% of all journeys to school to be walked, wheeled or cycled by 2027. (Current baseline figures from HUSS 2021 - 52.3%)



# Delivering the Strategy

To deliver the vision and objectives of the ATS, a 5 year Action Plan has been developed with clearly defined actions which will be measured and reported on regularly to provide evidence of progress towards the objectives. A copy of the ATS Action Plan can be found in Appendix 3. Data on walking and cycling activity levels is available from local and national sources and will be used to measure progress in the overall uptake of walking and cycling. The main actions from the plan are:

- 1** Further develop the Active Travel network
- 2** Develop Active Travel Masterplans for key settlements in Moray
- 3** Embed Active Travel opportunities within new developments
- 4** Encourage and facilitate walking and cycling as leisure and tourist activities to provide benefits to health and local economy
- 5** Provide new/improved cycle parking/ facilities at key destinations and transport interchanges in Moray
- 6** Work with local employers (including Moray Council) and their staff to encourage more walking and cycling to and from work
- 7** Work with students and school pupils, staff and parents to encourage more walking, cycling and scooting to and from school/ further education
- 8** Continue to seek funding from existing sources and identify new funding opportunities as they emerge to secure funding for Active Travel interventions, as appropriate.

## **Monitoring of the plan**

A monitoring plan is an essential part of an ATS and is one of the key requirements outlined in guidance published by Sustrans and Transport Scotland. It is important to ensure an effective monitoring and evaluation framework is in place for assessing progress in delivering the vision and objectives of the Strategy. To deliver the vision and objectives of the strategy a 5 year Action Plan, see Appendix 3, has been developed with clearly defined actions and planned outcomes which will be measured and reported on regularly to provide evidence of progress towards the objectives.

The outcome measures will be reviewed annually, and a RAG report created at the start of each financial year, to ensure they are fit for purpose to monitor progress on actions for the duration of the strategy. An Action Plan progress report will then be produced on an annual basis and reported to the relevant Council Committee as required. Although annual reporting on the Action Plan will be managed by the Sustainable Travel officer, delivery of the targets within it will rely on continual input and partnership working from within relevant Moray Council departments, external partners and funding bodies, local businesses and residents to highlight, inform and provide feedback on how improvements can be made.

Active Travel monitoring is already undertaken by Moray Council through a number of various data sources, and the strategy monitoring plan will link existing data sources with new opportunities. Programmes such as Travel Tracker in primary schools already adds to the data gathered as to how people are travelling along with the annual Hands Up Scotland School (HUSS) surveys. Other programmes under SCSP also provide data on the number of participants or types of journey made adding to the overall picture of active travel in Moray. This kind of data feeds in to local reporting, e.g. Moray Council performance indicators as well as into national statistics e.g. HUSS & Sustrans national monitoring of walking and cycling. Using local data allows the council to monitor regional trends and to spot where problems might be occurring by observing a fall in usage figures. Conversely, achieving an increase in usage shows the success of both infrastructure and intervention programmes in encouraging people to travel actively. Additionally, all new infrastructure includes automatic counters so this monitoring will continue to provide usage data.

In addition to collecting data on the number of journeys made it is important that monitoring of the active travel programmes also takes place to determine their success or otherwise and to inform the Council as to what measures are most likely to achieve the required modal shift to active travel. It is also important that a programme of monitoring the delivery of the ATS is implemented using key performance indicators (KPI) to determine the success of the strategy.

<b>KPI 1:</b>	Modal share of active travel journeys to education
<b>KPI 2:</b>	Modal share of active travel journeys to work
<b>KPI 3:</b>	Number of active travel journeys recorded at fixed site counters
<b>KPI 4:</b>	Length of new active travel routes developed on: 1) Public Road Network 2) Core Path Network

A number of measures below will be undertaken and assessed at regular intervals with regular reporting. An Action Plan progress report will be produced on an annual basis and reported to the relevant Council Committee as required.

Existing Data Source	Measure	Frequency
Scottish Census	Percentage of Journeys to work by foot and cycle	Every 10 years (next census 2022)
Scottish Household Survey	Percentage of Journeys to work by foot and cycle	Annually
HUSS (Hands up School Survey)	Percentage of Journeys to education by foot and cycle	Annually
Travel Tracker	Percentage of Journeys to education by foot and cycle	Quarterly and Annually
Bikeability	Cycle Training – no of pupils trained	Annually
Automatic Counts	Pedestrian and cycle counts	Annually/ Adhoc
Manual Counts	Pedestrian and cycle counts	Adhoc
Cycle Parking Provision	Infrastructure provision	Annually
Spend/ Cost Reporting	Active travel spend (infrastructure and behaviour change)	Annually (March)
Sustrans Route Surveys	Qualitative NCN1 journey info	Adhoc

New Data Source	Measure	Frequency
Monitoring Progress Report	Progress against objectives and actions	Annually
Active Travel provision within new development	Infrastructure provision, (km of new paths, provision of new cycle storage),	Annually
Public Perception Survey on Active Travel in Moray	Level of public knowledge of Active Travel health and wellbeing benefits Public views on cycle parking facilities (and other Active Travel views as specific questions emerge)	Bi-Annually
Workplace Travel Surveys	Journeys to work	Adhoc

## Partnership and Funding

Partnership working and funding are important elements in the delivery of Active Travel projects. Some of the plans can be delivered directly by Moray Council, others will mean working in partnership with Scottish Government, national and local bodies, communities and the private sector. Achieving our vision will require resources, time and investment. Funding for infrastructure and soft measures/behaviour change programmes comes almost exclusively from external agencies, as mentioned earlier on in the document in 'Scottish Government Investment'.

The majority of larger active travel infrastructure projects in Moray will be funded through the annual CWSR grant, an application to the Sustrans 'Places for Everyone' fund or in certain instances through the use of developer obligations (or the provision of new infrastructure as part of new developments). All behaviour change initiatives will be funded through Paths for All's 'Smarter Choices, Smarter Places'. There are other small grants available to help support the delivery of our smaller actions, and these will be utilised and applied for whenever possible. Longer term funding for revenue, maintenance and marketing can be a challenge, but working closely in partnership with all relevant organisations working towards a modal shift to Active Travel will be beneficial for our vision and goals of the strategy.

To ensure that the strategy remains relevant and accounts for any policy changes made at national and regional level, it will be subject to an annual review.

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## Equality Impact

The Equality Act 2010 introduced a Public Sector Equality Duty (PSED) requiring public bodies to give due regard to the need to:

- Eliminate unlawful discrimination
- Advance equality of opportunity
- Foster good relations

To guide the ATS development and understand where we were starting from, public and stakeholder virtual engagement events were organised with key stakeholders, community groups and individuals with an interest in Active Travel. The aim was to gather views on barriers and issues preventing travelling more actively in Moray, and how we can make all forms of Active Travel attractive and accessible to everyone. Choices around active travel are affected not only by the existence of safe walking and cycling routes, but other factors such as accessing a cycle, skills and confidence, security concerns, or individual health conditions.

An overwhelming majority of respondents to the consultation felt that there would be no impacts of the strategy that would be a disbenefit to any particular group such as older people or those with a disability. Most individuals thought that it could only be of benefit to everyone, as it allows people more transport choices to access things they need such as work, education, food, health services and leisure. The recently upgraded Speyside Way path was used as an example of the diverse range of individuals and groups now using it since the works were completed. Having more active travel routes was felt to only benefit communities especially those on lower incomes, women and children.

Despite the general feedback to the consultation being that there was not much further that could be included within the Strategy which would ensure it was inclusive for all and inequalities addressed, some additional actions were proposed such as;

- Larger cycle racks for trailers and buggies to be parked
- Reasonably priced bike hire and disability equipment hire
- Seats and toilets strategically placed on routes
- Cycling for disabled people i.e. tandem hire and cycle buddy schemes
- Better maintenance of existing paths for all ability users to use
- Secure cycle storage at ground level for those without a garden (flats etc.)

We intend to address these proposals through the strategy by delivering cycle training and maintenance sessions to support people to develop skills, knowledge and confidence, and by looking at whether any new active travel infrastructure should be prioritised around areas of disadvantage, using SIMD data. The provision of new shared use paths when developing the network in Moray, will also create better accessibility for wheelchair users. As well as new infrastructure, the inclusion of a maintenance plan on the current, and new, network will further enhance equality for access to Active Travel. Anecdotal evidence suggests that more women tend to walk or cycle to access local services such as schools and hospitals, therefore, may help to reducing the gender pay gap.

Currently 85% of people aged over 65, 78% of disabled people, 76% of women, 75% of people at risk of deprivation and 74% of people from ethnic minority groups never cycle. (Sustrans/ Arup 2019). Through the strategy action plan, we aim to help deliver on outcomes in Scotland's 'National Performance Framework' that 'we live in communities that are inclusive, empowered, resilient and safe' and 'we tackle poverty by sharing opportunities, wealth and power more equally' partly through the use of Participatory Budgeting. PB is a way for people to directly vote on how local money should be spent, and we aim to use a proportion of our Cycling Walking Safer Routes Scottish Government grant fund to provide new and improved cycle parking. Through involving the public and communities on where infrastructure is needed and identifying locations, it is hoped this will increase confidence and safety in more people cycling.

The more we do to build the knowledge, skills and confidence of people of all ages and abilities, the more active journeys we will unlock. We will continue to work collaboratively with established community organisations to tackle inequalities and barriers that people face, and deliver programmes to members of our communities who currently walk and cycle less, to support diversity, inclusion and equality.

# Appendix 1 - Moray Data

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This is a summary of the Annual Average Daily Traffic (AADT) across our counters over 3 years, which on the whole shows the trend for walking and cycling locally on the increase.

	 Bikes		 People	
Year	AADT	Growth D	AADT	Growth D
2018	32	10.34%	127	5.83%
2019	33	3.13%	132	3.94%
2020	49	48.48%	159	20.45%
2021	48	-2.04%	189	18.87%
<b>Hopeman - Burghead</b>				
Year	AADT	Growth D	AADT	Growth D
2018	26	-13.33%	204	-0.49%
2019	27	3.85%	199	-2.45%
2020	56	107.41%	225	13.07%
2021	54	-3.57%	226	0.44%
<b>Elgin - GM</b>				
Year	AADT	Growth D	AADT	Growth D
2018	68	17.24%	547	0.92%
2019	63	-7.35%	510	-6.76%
2020	63	0.00%	327	-35.88%
2021	63	0.00%	404	23.55%
<b>Elgin - Library</b>				
Year	AADT	Growth D	AADT	Growth D
2018	90	57.89%	544	-5.88%
2019	121	34.44%	477	-12.32%
2020	110	-9.09%	295	-38.16%
2021	213	93.64%	246	-16.61%
<b>Elgin - Halfords</b>				
Year	AADT	Growth D	AADT	Growth D
2018	90	57.89%	544	-5.88%
2019	121	34.44%	477	-12.32%
2020	110	-9.09%	295	-38.16%
2021	213	93.64%	246	-16.61%



Bikes



People

**Elgin - Shaw Place**

Year	AADT	Growth D	AADT	Growth D
2018	97	7.78%	209	3.47%
2019	121	24.74%	169	-19.14%
2020	130	7.44%	162	-4.14%
2021	130	0.00%	156	-3.70%

**Elgin - Cathedral**

Year	AADT	Growth D	AADT	Growth D
2018	62	24.00%	76	4.11%
2019	71	14.52	81	6.58%
2020	118	66.2	108	33.33%
2021	77	-34.75%	105	-2.78%

**Elgin - Chanonry**

Year	AADT	Growth D	AADT	Growth D
2018	69	11.29%	56	9.80%
2019	71	2.90%	68	21.43%
2020	136	91.55%	118	73.53%
2021	96	-29.41	106	-10.17%

**Elgin - Morriston Playing fields**

Year	AADT	Growth D	AADT	Growth D
2018	36	20.00%	175	6.06%
2019	35	-2.78%	190	8.57%
2020	81	131.43%	288	51.58%
2021	49	-39.51%	315	9.38%



#### Elgin - Leisure Centre

Year	AADT	Growth D	AADT	Growth D
2018	55	5.77%	183	5.78%
2019	62	12.73%	210	14.75%
2020	112	80.65%	311	48.10%
2021	48	-57.14%	1888	507.07%

#### Elgin - Red Bridge East - West

Year	AADT	Growth D	AADT	Growth D
2018	82	9.33%	353	7.62%
2019	86	4.88%	380	7.65%
2020	131	52.33%	434	14.21%
2021	75	-42.75%	446	2.76%

#### Elgin - Red Bridge North-South

Year	AADT	Growth D	AADT	Growth D
2018	73	4.29%	605	6.51%
2019	72	-1.37%	606	0.17%
2020	124	72.22%	582	-3.96%
2021	94	-24.19%	597	2.58%

#### Elgin - Waulkmill

Year	AADT	Growth D	AADT	Growth D
2019	24		129	
2020	51	112.50%	151	17.05%
2021	28	-45.10%	109	-27.81%

\* These are tube bicycle counters only. They do not collect pedestrian data.





Bikes



People

**Elginhill**

Year	AADT	Growth D		
2018	66	15.79%		
2019	64	-3.03%		
2020	119	85.94%		
2021	86	-27.73%		

**\*Forres - Kinloss**

Year	AADT	Growth D		
2018	54	20.00%		
2019	48	-11.11%		
2020	55	14.58%		
2021	48	-12.73%		

**\*Kinloss - Findhorn**

Year	AADT	Growth D		
2018	91	13.75%		
2019	87	-4.40%		
2020	115	32.18%		
2021	94	-18.26%		

**\*Elgin - Lossiemouth**

Year	AADT	Growth D		
2018	74	23.33%		
2019	62	-16.22%		
2020	89	43.55%		
2021	74	-16.85%		

\* These are tube bicycle counters only. They do not collect pedestrian data.

**\*Cullen**

<b>Year</b>	<b>AADT</b>	<b>Growth D</b>		
2018	11	-15.38%		
2019	14	27.27%		
2020	25	78.57%		
2021	20	-20.00		

**\*Garmouth**

<b>Year</b>	<b>AADT</b>	<b>Growth D</b>		
2018	28	12.00%		
2019	30	7.14%		
2020	44	46.67%		
2021	35	-20.45%		

**\*Duffus - Hopeman**

<b>Year</b>	<b>AADT</b>	<b>Growth D</b>		
2018	19	11.76%		
2019	18	-5.26%		
2020	34	88.89%		
2021	26	-23.53%		



# Appendix 2 - Speyside Data

	Fiddich Park	Craigellachie Hotel	Aberlour Park	Carron
<b>2019</b>				
Jul	67	60	62	53
Aug	57	18	38	46
Sep	54	11	31	34
Oct	39	22	48	20
Nov	27	8	30	4
Dec	35	7	35	5
Ave daily total	<b>46.5</b>	<b>21</b>	<b>41</b>	<b>27</b>
<b>2020</b>				
Jan	45	12	45	8
Feb	43	7	47	5
Mar	44	13	46	12
Apr	50	33	53	50
May	52	53	47	77
Jun	98	59	63	80
Jul	183	54	64	85
Aug	79	44	65	78
Sep	58	38	57	46
Oct	66	19	67	24
Nov	44	13	44	15
Dec	37	12	44	8
Ave daily total	<b>67</b>	<b>30</b>	<b>54</b>	<b>41</b>

The above figures are averaged out daily Mon-Sun.

**Notes:**

Fiddich Park June missed (Dead battery)

Fiddich Park July average from 14th onwards (Dead battery)

Craigellachie Hotel up to 22/07 (Dead battery)

October average up to 19/10

	Fiddich Park	Craigellachie Hotel	Aberlour Park	Caron
<b>2021</b>				
Jan	37	5	44	3
Feb	53	12	58	15
Mar	60	27	87	15
Apr	63	26	70	20
May	76	29	86	25
Jun			97	52
Jul	56	86	95	58
Aug	60	68		158
Sep	59	44		116
Oct	98	45		144
Nov	44	9		
Dec	35	8		
<b>Ave daily total</b>	<b>59</b>	<b>32</b>	<b>77</b>	<b>27</b>
				<b>130</b>
				<b>30</b>
				<b>35</b>
				<b>11</b>
<b>2022</b>				
Jan	55	14		
Feb	48	12	65	4
Mar	45	32	73	11
Apr	70	27	88	9
May	58	53	102	16
Jun	382	44	95	30
<b>Ave daily total</b>	<b>109</b>	<b>30</b>	<b>85</b>	<b>14</b>
				<b>118</b>
				<b>25</b>
				<b>33</b>
				<b>5</b>

The above figures are averaged out daily Mon-Sun.

**Notes:**

Fiddich Park June missed (Dead battery)

Fiddich Park July average from 14th onwards (Dead battery)

Craigellachie Hotel up to 22/07 (Dead battery)

October average up to 19/10

# Appendix 3 - Action Plan

Action Number	Action and Tasks		Planned Outcome	Outcome Measure	Lead ( <i>supported by</i> )	
1. 	<b>Further develop the Active Travel network</b> <i>Seeks to meet Objective 1 - Increase the AT network with an extra 5% infrastructure over the next 5 years</i>	<ul style="list-style-type: none"> <li>a) Identify network of routes, including the identification and integration of the Core Path Network, that connect communities where 'every day' journeys could be made by cycle or foot</li> <li>b) Develop an online system where the public can identify new active travel routes and/or enhancement to existing routes, and promote its use.</li> <li>c) Develop a set of criteria, which includes landowner support, to enable the prioritisation of new routes for feasibility study and further development.</li> <li>d) Develop designs for prioritised routes in anticipation of submitting applications for funding.</li> <li>e) As funding becomes available, construct prioritised routes.</li> <li>f) Ongoing continued support for community group Active Travel projects.</li> </ul>	<p>Provision of new/improved active travel routes that reflect the needs of communities, which have been prioritised using a clear and transparent process.</p>	<p>Increase in the length of Active Travel infrastructure connecting communities, which accommodates both pedestrians and cyclists.</p> <p>Feedback from members of the public when new/improved infrastructure is completed.</p>	<p>a) by 2023 Q2</p> <p>b) by 2023 Q3</p> <p>c) by 2023 Q4</p> <p>d) Ongoing</p> <p>e) Ongoing</p>	<p>Sustainable Travel Officer</p> <p>Moray Access Manager</p> <p>(Traffic Team)</p>

Action Number	Action and Tasks		Planned Outcome	Outcome Measure	Timescale	Lead ( <i>supported by</i> )
<b>2.</b> 	<b>Develop Active Travel Masterplans for key settlements in Moray</b>  <i>Seeks to meet Objective 1- Increase the AT network with an extra 5% infrastructure over the next 5 years</i>	<p>a) Identify key settlements based on population and current transport network that would benefit from a co-ordinated approach to Active Travel infrastructure provision, including cycle parking, based on the 20-minute neighbourhood concept.</p> <p>b) Consult with relevant communities and stakeholders to identify demand for movement and 'missing' links in the network.</p> <p>c) Assess the feasibility of providing the infrastructure and determine outline costs.</p> <p>d) Identify funding sources and/or community/third sector groups who can work to develop and deliver infrastructure, where infrastructure proposals do not meet prioritisation criteria.</p>	Co-ordinated approach to the identification and delivery of Active Travel infrastructure within the key settlements, based on the 20-minute neighbourhood concept as set out in National Planning Framework 4.	<p>Increase in the length of Active Travel infrastructure within communities, which accommodates both pedestrians and cyclists.</p> <p>Feedback from members of the public when new/improved infrastructure is completed.</p>	<p>a) by 2023 Q2</p> <p>b) by 2024 Q3</p> <p>c) by 2025 Q1</p> <p>d) Ongoing</p> <p>e) Ongoing</p>	Sustainable Travel Officer  (Transport Development and Traffic Teams, Strategic Plans and Development Team)

Action Number	Action and Tasks		Planned Outcome	Outcome Measure	Timescale	Lead ( <i>supported by</i> )
3. 	<b>Embed Active Travel opportunities within new developments</b> <i>Seeks to meet Objective 1 -Increase the AT network with an extra 5% infrastructure over the next 5 years</i>	<ul style="list-style-type: none"> <li>a) Apply Local Development Plan policies to ensure that residential streets are designed to encourage walking and cycling over the use of the private car by providing well-connected, safe and appealing routes.</li> <li>b) Ensure that developments that are adjacent to un-developed sites make allowance for future- connections for pedestrians and cyclists.</li> <li>c) Assess the off-site walking and cycling infrastructure required to provide reasonable connection to nearby facilities such as schools, healthcare, shopping and leisure, and where required seek provision through the use of planning condition.</li> <li>d) Request Travel Plans for developments, which will attract people to the site, e.g. employment, hospitals and schools, and monitor their implementation.</li> </ul>	Well-connected developments with the appropriate level of walking and cycling infrastructure provided which leads to Active Travel being the preferred mode of transport for local, every day journeys.	<p>Surveys of residents of new developments to determine whether the physical infrastructure and environment provided has led to them making more journeys by Active Travel instead of by private vehicles.</p> <p>Pedestrian and cycle counts in new developments.</p>	Action and Tasks are ongoing.	Sustainable Travel Officer <i>(Transport Development and Traffic Teams, Strategic Plans and Development Team)</i>

Action Number	Action and Tasks		Planned Outcome	Outcome Measure	Timescale	Lead ( <i>supported by</i> )
<b>4.</b>   	<p><b>Encourage and facilitate walking and cycling as leisure and tourist activities to provide benefits to health and the local economy</b></p> <p><i>Seeks to meet Objective 2 - Increase use of NCN1* route by pedestrians and cyclists by 2% on a year by year basis from 2022 to 2027</i></p> <p>*National Cycle Network Route 1</p>	<ul style="list-style-type: none"> <li>a) Continue partnership working with local organisations Outfit Moray, NHS Grampian and Cycling UK Moray to organise events and activities to trial electric bikes, pedal bikes etc. to promote the health benefits of cycling and walking to residents and visitors to the area.</li> <li>b) Develop a community engagement programme to link with national campaigns i.e. Walk to Work Week, Cycle to Work Week and Clean Air Day etc.</li> <li>c) Continue to work with Sustrans on improvements to, and promotion of, NCN1.</li> <li>d) Deliver cycle training and maintenance sessions to support people to develop skills, knowledge and confidence.</li> <li>e) Support Third Parties seeking to provide simple and affordable bike and eBike hire stations at key locations in Moray.</li> <li>f) Arrange and support Active Travel information events and training for employers.</li> <li>g) Work together with Road Safety North East Scotland to publicise changes to the Highway Code and driver behaviour as well as cyclist behaviour.</li> <li>h) Work together with bus operators to support and encourage additional Bikes on Buses services across Moray</li> </ul>	<p>Increased public awareness of health and wellbeing benefits of Active Travel.</p> <p>Increased levels in cycling tourism in Moray.</p>	<p>Results of Public Perception Survey to be undertaken on a bi-annual basis.</p> <p>Numbers of participants at events and promotional activities.</p> <p>Cycle count data from NCN1 and Speyside Way permanent count sites.</p>	<p>2023,Q2</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Sustainable Travel Officer</p> <p>(other relevant council departments, NHS Grampian, Moray Speyside Tourism, local Businesses, External partners e.g. Paths for All, Sustrans and Cycling UK))</p>

Action Number	Action and Tasks		Planned Outcome	Outcome Measure	Timescale	Lead (supported by)
5. 	<p><b>Provide new/improved cycle parking at key destinations and transport interchanges in Moray</b></p> <p><i>Seeks to meet Objective 3 -Ensure all major transport connections and destinations (interchanges) and businesses have appropriate cycle parking installed by 2025.</i></p>	<ul style="list-style-type: none"> <li>a) Audit existing cycle parking facilities at transport interchanges and key destinations to determine the level and condition of existing cycle parking and identify where new/improved parking is required.</li> <li>b) Determine locations for additional cycle parking at transport interchanges/key destinations, where appropriate in consultation with the landowner and/or surrounding businesses.</li> <li>c) Where appropriate, seek funding for the provision of additional/improved cycle parking.</li> <li>d) Work with transport providers, local cycling groups and HITRANS to support solutions for carriage of bikes on public transport.</li> <li>e) Ensure all new developments provide secure cycle parking as set out in the Moray Local Development Plan.</li> <li>f) Signpost and promote to Housing Associations Cycling Scotland's 'Social Housing Partnership Fund'. This is for providers to install a range of infrastructure including secure cycle parking, safe spaces to store prams, buggies, mobility aids seating and planters etc.</li> </ul>	<ul style="list-style-type: none"> <li>Reduction in the number of bikes stolen/vandalised in public places.</li> <li>Increased level of public confidence that their cycle will not be stolen/vandalised.</li> </ul>	<ul style="list-style-type: none"> <li>Number of reports of stolen/vandalised cycles to Police Scotland where cycle has been left in a public place.</li> <li>Results of Public Perception Survey to be undertaken on a bi-annual basis.</li> </ul>	<ul style="list-style-type: none"> <li>a) by 2022 Q4</li> <li>b) by 2023 Q2</li> <li>c) Ongoing</li> <li>d) Ongoing</li> <li>e) Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable Travel Officer</li> <li>(Traffic Team, Passenger Transport Team, Network Rail, Stagecoach and HITRANS)</li> </ul>

Action Number	Action and Tasks		Planned Outcome	Outcome Measure	Timescale	Lead (supported by)
6. 	<p><b>Work with local employers (including Moray Council) and their staff to encourage more walking and cycling to and from work.</b></p> <p><i>Seeks to meet Objective 4 - All large employers (over 250) in Moray to have a completed an up to date live Travel Plan Document by 2027</i></p>	<ul style="list-style-type: none"> <li>a) Work with local employers to achieve Cycling Scotland's "Cycle Friendly" employer status.</li> <li>b) Provide support, guidance and assistance for employers to develop or review their Travel Plan. Cluster organisations and smaller businesses may be targeted for joint travel plans.</li> <li>c) Continue to implement and publicise the Cycle2Work scheme to Council employees, and seek to extend the scheme through information to other employers in the area.</li> <li>d) Promote the use of Council pool bikes to encourage staff to undertake shorter work related journeys by bike.</li> <li>e) Offer cycle training/ confidence sessions to Council employees.</li> <li>f) Encourage a member of Moray Council Senior Management to act as an 'Active Travel Champion' to demonstrate Council commitment to Active Travel.</li> </ul>	<p>Increased confidence amongst employees to make some or all journeys to work by foot or cycle.</p> <p>Increase in the number of employees making some or all of their journeys to work by foot or cycle.</p> <p>Increased number of local employers with a Travel Plan.</p>	<p>Results of Moray Council staff surveys.</p> <p>Increased number of cycles being parked at Council offices.</p> <p>Results of surveys of local employers who have or are developing a Travel Plan to encourage more walking and cycling to work.</p>	Action and Tasks are ongoing	Sustainable Travel Officer <i>(Cycling UK and Cycling Scotland)</i>

Action Number	Action and Tasks		Planned Outcome	Outcome Measure	Timescale	Lead (supported by)
7.	<p><b>Work with students and school pupils, staff and parents to encourage more walking, cycling and scooting to and from school/further education</b></p> <p><i>Seeks to meet Objective 5 - 95% of primary schools delivering Level 2 Bikeability by 2027 and Objective 6 - 60% of all journeys to school to be walked or cycled by 2027</i></p>	<ul style="list-style-type: none"> <li>a) Work with schools and further education sites to achieve Cycling Scotland's 'Cycle Friendly School and Campus' status.</li> <li>b) Develop a programme to work with schools to ensure that they have an up to date School Travel Plan.</li> <li>c) Continue to deliver and promote Bikeability Level 2 in primary schools.</li> <li>d) Continue to promote primary schools undertaking Sustrans Hands-Up Survey – which provides an annual count of mode choice among school pupils.</li> <li>e) Continue to promote the use of the Living Streets Travel Tracker programme in Primary Schools, including those currently not participating.</li> <li>f) Continue running educational events like 'Parksmart Moray' to encourage more pupils to travel actively to school.</li> <li>g) Audits of safe routes to school will be carried out for all Moray schools within a 3 mile radius.</li> <li>h) Ongoing and improved working partnership with Education and Social Care teams, to ensure Active Travel messaging is being communicated effectively.</li> </ul>	<p>School campuses that provide secure cycle parking for their pupils and safe routes within the school grounds to access the parking.</p> <p>Increased confidence amongst pupils to make some or all journeys to school by Active Travel.</p> <p>Increased number of pupils travelling to school actively.</p> <p>Reduced numbers of vehicles around school entrances.</p>	<p>Number of schools/further education sites with 'Cycle Friendly School and Campus' status.</p> <p>Number of schools/further education sites with an up to date Travel Plan.</p> <p>Results of HUSS and Travel Tracker programmes.</p> <p>Number of cycles being parked at education sites.</p> <p>Results of traffic surveys on roads adjacent to school entrances.</p> <p>Number of customer contacts regarding indiscriminate parking behaviours at and around education sites.</p>	<p>a) by 2024 Q4</p> <p>b) by 2023 Q4</p> <p>c) Ongoing</p> <p>d) Ongoing</p> <p>e) Ongoing</p> <p>f) Ongoing</p>	<p>Sustainable Travel Officer</p> <p>(Schools and colleges, Living Streets, Cycling Scotland and Education Department)</p>

Action Number	Action and Tasks		Planned Outcome	Outcome Measure	Timescale	Lead ( <i>supported by</i> )
<b>8.</b>  	<p><b>Continue to seek funding from existing sources and Identify new funding opportunities as they emerge to secure funding for Active Travel interventions, as appropriate.</b></p> <p><i>Supports the delivery of all objectives</i></p>	<ul style="list-style-type: none"> <li>a) Continue to make applications for funding for pedestrian and cycling infrastructure and behaviour change initiatives.</li> <li>b) Identify new opportunities for funding through research and networking with funding bodies and fellow professionals.</li> <li>c) Seek to identify new funding sources for footpath and cycle path maintenance, particularly for new routes that are not adopted, and make applications for funding as necessary.</li> <li>d) Signposting and promotion of funding available for ebike loans and community grants. E.g. Paths for All, Energy Savings trust etc.</li> </ul>	<p>Provision of infrastructure and behaviour change programmes above that which can be secured through Council revenue and capital budgets and ring fenced Government grants.</p> <p>Maximise existing funding by taking opportunities to 'match fund' where appropriate thus securing an increased level of investment in the Active Travel network.</p>	<p>Level of funding received through grant applications for new/improved active travel infrastructure and behaviour change programmes.</p>	<p>Action and Tasks are on-going</p>	<p>Sustainable Travel Officer  (External partners Funding bodies e.g. HITRANS, Cycling Scotland, Paths for All, Sustrans)</p>