



Argyll and Bute Council

Active Travel Strategy

Draft for Comment

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1. Introduction

Argyll and Bute will provide genuine commitment and leadership to invest in and maintain an accessible, convenient, safe, inclusive, well-designed and resilient high quality active travel network. Embedded in our towns, villages and rural settlements, the network will be shaped around people to deliver opportunities to all our residents, businesses, communities and visitors to choose to travel actively as their first and natural choice. Active travel will improve access to essential services, employment and education to support the local economy to thrive, and enable more prosperous, accessible, healthier, fairer and sustainable communities which offer a high quality of life. Integration of active travel into the public transport network will help connect all communities, ensuring social inclusion and reducing transport poverty. Residents and communities will feel empowered to help plan and deliver solutions to put people before the private car, while ensuring access is retained for all.

Promotion of active travel opportunities and benefits will support modal shift to help achieve the Council's climate change objectives and improve access to the natural environment, whilst education of users will encourage mutual respect between everyone to improve safety, particularly where the network interacts with motor vehicles.

This Strategy establishes a long-term, high level direction of travel to provide the context and reasons for the development and promotion of active travel opportunities across Argyll and Bute. The timescale for this Strategy is deliberately set in the longer term to provide the policy stability that is required to deliver a long-term, infrastructure led change in behaviour and travel options. This 30-year Strategy, from 2024 to 2054, will be reviewed at least every 10 years to ensure it remains relevant and appropriate. The strategy will be delivered by the Active Travel Delivery Plan (ATDP), a subsidiary 10-year prioritised plan, which will develop the direction set in the Strategy into deliverable projects. It should be noted that this document will be key in securing external funding to deliver active travel improvements across Argyll and Bute otherwise the funding could be diverted to other councils. The funding cannot be used for any other purpose.

2. Vision

Make active travel the most attractive, accessible and useable mode of travel for everyday local journeys to work, education, essential services, retail and leisure.

Argyll and Bute will work with partners to provide and promote active and sustainable travel choices that connect everyone to jobs, education, services and leisure and support the area's economy, environment and the health and wellbeing of our residents.

Argyll and Bute will be a region designed to enable people to follow active lives with accessible, reliable, and safe routes that connect communities internally and externally. The active travel strategy will embrace a culture that promotes active and sustainable travel for our Main Towns and Key Villages together with our rural areas containing numerous smaller settlements.

Walking, wheeling and cycling will be the first and natural choice for everyday journeys, for people of all ages and ability, to travel locally to schools, to shops, to work.

In essence Argyll and Bute Council will strive to provide a network of high quality routes suitable for safe cycling/walking within each regional settlement which link people to main centres of employment/education, local shopping areas and town centres, leisure/recreation centres, hospitals and other main trip generators.

3. Aim

Argyll and Bute will provide genuine commitment and leadership to invest in and maintain an accessible, convenient, safe, inclusive, well-designed and resilient high quality active travel network. Embedded in our towns (Main Towns), villages (Key Settlements) and smaller rural settlements, the network will be shaped around people to deliver opportunities to all our residents, businesses, communities and visitors to choose to travel actively as their first and natural choice. Active travel will improve access and transport choice to essential services, employment and education to support the local economy to thrive, and enable more prosperous, accessible, healthier, fairer and sustainable communities which offer a high quality of life. Integration of active travel into the public transport network will help connect our communities, ensuring social inclusion and reducing transport poverty. Residents and communities will feel empowered to help plan and deliver solutions to put people before the private car, whilst at the same time ensuring access is retained for all.

Promotion of active travel opportunities and benefits will support modal shift to help achieve the Council's climate change objectives and improve access to the natural environment, whilst education of users will encourage mutual respect between everyone to improve safety, particularly where the network interacts with motor vehicles.

4. Objectives

Argyll and Bute's Active Travel Strategy is designed to promote walking, cycling, and other forms of non-motorised transport to encourage healthier, more sustainable, and environmentally-friendly travel options. Key objectives are:-

A. Increase Walking and Cycling Participation

- **Objective:** Increase the number of people walking and cycling for daily trips, such as commuting, shopping, and leisure, by a specific percentage over a

defined period.

- **Actions:**
 - Launch awareness campaigns.
 - Promote benefits of walking and cycling.
 - Develop safe routes for walking and cycling.

B. Improve Infrastructure for Active Travel

- **Objective:** Enhance the infrastructure to make walking and cycling safer, more accessible, and convenient for all users, including people with disabilities.
- **Actions:**
 - Develop a comprehensive network of dedicated walking and cycling paths.
 - Improve pedestrian crossings, cycle paths/lanes, and bike parking facilities.
 - Ensure streets are well-lit and safe, especially during evenings and nights.

C. Promote Active Travel for Health Benefits

- **Objective:** Encourage greater physical activity to improve public health by reducing sedentary lifestyles and promoting the mental and physical health benefits of active travel.
- **Actions:**
 - Highlight and promote the health benefits of walking and cycling.
 - Incorporate active travel into public health strategies and educational campaigns.
 - Promote walking and cycling as alternatives to short car trips, which have high environmental and health costs.

D. Reduce Carbon Emissions and Improve Air Quality

- **Objective:** Decrease reliance on cars and reduce overall traffic emissions, contributing to better air quality and meeting climate goals.
- **Actions:**
 - Support policies that discourage short car trips and promote walking and cycling as viable alternatives.
 - Promote electric bicycles (e-bikes) and other low-carbon modes of transport.

E. Enhance Safety and Accessibility

- **Objective:** Ensure that walking and cycling are safe, inclusive, and accessible for all members of the community, including children, adults, and people with disabilities.
- **Actions:**
 - Implement traffic calming measures to slow down cars in residential areas.

- Design bike lanes that are physically separated from motor vehicles.
- Ensure accessibility features such as ramps, safe crossings, and appropriate signage.

F. Integrate Active Travel with Public Transport

- **Objective:** Promote the integration of active travel with public transport systems to encourage multi-modal travel.
- **Actions:**
 - Ensure easy access to cycling facilities at public transport hubs (e.g. bike racks at bus stops and train stations, ferry terminals).
 - Provide seamless connections between cycling routes and transit networks.
 - Encourage public transport operators to support cycling (e.g. allowing bikes on buses, trains, ferries).

G. Foster Community Engagement and Support

- **Objective:** Engage with local communities to understand their needs and encourage active travel behaviours.
- **Actions:**
 - Conduct surveys and public consultations to understand barriers to active travel.
 - Partner with local organisations to support walking and cycling initiatives.
 - Involve schools, workplaces, and other local groups in promoting active travel.

H. Support Equity and Social Inclusion

- **Objective:** Ensure that active travel options are accessible to people of all socio- economic backgrounds.
- **Actions:**
 - Ensure that active travel infrastructure is designed to meet the needs of diverse populations, including elderly and disabled individuals.
 - Prioritise safe walking and cycling routes in underserved areas.

I. Encourage Local Economic Development

- **Objective:** Leverage active travel to support local economies by promoting footfall and cycling traffic in urban and rural scenic areas.
- **Actions:**
 - Promote cycling tourism and bike-sharing programs.
 - Encourage businesses to adopt active travel-friendly policies, such as bike racks or showers for employees.

J. Monitor, Evaluate, and Improve the Strategy

- **Objective:** Continuously assess and adapt the active travel strategy to ensure that it meets its goals and evolves with changing needs.

- **Actions:**
 - Set up regular monitoring systems to track progress, such as surveys, traffic counts, and health outcomes.
 - Use data to adjust policies and improve infrastructure.

By setting clear, actionable objectives in these key areas, Argyll and Bute’s Active Travel Strategy can significantly improve public health, reduce environmental impact, improve air quality, making our towns more viable as places to live and visit, and to reduce the dependency of using cars for short trips.

5. Argyll and Bute

The 2022 Census enumerated the population of Argyll and Bute at 86,000. The National Records of Scotland (NRS) more recent mid-year estimates calculated Argyll and Bute’s population to be 87,810 (NRS Mid Year Estimate 2023).

- Argyll and Bute covers a land area of 690,946 hectares and is the second largest local authority by area in Scotland, after Highland (Census 2022).
- Argyll and Bute covers almost 9% of the total Scottish land area (Census 2022).
- Argyll and Bute has the fifth sparsest population of the 32 Scottish local authorities, with an average population density of 13 persons per hectare. This compares to a Scottish average of 70 persons per hectare (NRS 2023 -based Mid Year Estimates).
- The largest settlement in Argyll and Bute is Helensburgh, with a population of 15,610 (NRS’s 2020-based Settlement Estimates).
- Argyll and Bute has 42,610 number of households. (NRS Estimates of household and dwellings in Scotland, 2023).
- 47.2% of Argyll and Bute’s population live in areas classified by the Scottish Government as ‘rural’ (Scottish Government 6-fold Urban-Rural Classification 2020).
- 43% of Argyll and Bute’s population live in areas classified as ‘remote rural’; 4.2% live in areas classified as ‘accessible rural’.
- Almost 80% of Argyll and Bute’s population live within 1 km of the coast. Approximately 97% of Argyll and Bute’s population live between 0 and 10km of the coast (Scottish Coastal Forum 2002).
- According to the 2022 Census, approximately 17.5% of Argyll and Bute’s population live on islands (15,055 people).



Argyll and Bute is included within two statutory Regional Partnerships:-

- Hitrans covers all of Argyll and Bute with the exception of Helensburgh and Lomond
- Strathclyde Partnership for Transport covers the Helensburgh and Lomond area
- Part of Argyll and Bute is in Loch Lomond and the Trossachs National Park, who act as the Planning Authority for this area. Key locations in Argyll and Bute that are within the Park area include Tarbet, Arrochar, Lochgoilhead, Carrick Castle, Ardentinny, Blairmore, Strone and Kilmun.

5.1. Settlements

As shown on the map Argyll and Bute has 20 settlements spread across the boundary with a population of 500 or more and these are detailed in the table below.

Table 1: Population

Settlement	Population
Ardishaig	1,220
Bowmore	710
Campbeltown	4,500
Cardross	2,070
Dunbeg	7,20
Dunoon, Settlement of	8,980
Garelochhead	3,650
Helensburgh, Settlement of	15,610
Innellan	1,140
Inveraray	570
Kilcreggan	1,280
Lochgilphead	2,280
Oban	8,140
Port Bannatyne	1,090
Port Ellen	810
Rosneath	1,260
Rothesay	4,310
Tarbert	1,120
Tighnabruaich	550
Tobermory	1,000

(Source: NRS Mid 2020 Population Estimates for Settlements)

6.Relevant Guidance / Documents

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 main related policies and strategies are outlined below:

6.1. Relevant local guidance:

- Road Asset Management Plan
- Local Development Plan 2
- Economic Strategy and Action Plan
- Argyll and Bute Outcomes Improvement Plan (ABOIP)

6.2. Relevant regional guidance:

- SPT Regional Transport Strategy
- SPT Regional Active Travel Plan
- HITRANS Regional Transport Strategy
- HITRANS Regional Active Travel Plan
- NHS Argyll Activity Plan

6.3. Relevant national guidance:

- National Transport Strategy 2
- Cycling Framework and Delivery Plan for Active Travel in Scotland 2022-2030
- Let's get Scotland Walking – The National Walking Strategy
- Scotland's Road Safety Framework to 2030
- Update to the Climate Change Plan 2018 – 2032
- Climate Ready Scotland: climate change adaptation programme 2019 – 2024
- Climate Change Plan: third report on proposals and policies 2018-2032
- National Planning Framework 4
- Public Health Priorities for Scotland
- Cleaner Air for Scotland 2
- A Connected Scotland: our strategy for tackling social isolation and loneliness and building stronger social connections
- Decarbonising the Scottish transport sector
- A More Active Scotland: Scotland's Physical Activity Delivery Plan
- Cycle by Design
- Active Travel Framework
- Fairer Scotland Duty
- Scotland's Economic Strategy
- Strategic Transportation Projects Review 2 (STPR 2)
- Public Health Scotland Strategic Plan 2022 – 2025

7. What is Active Travel?

Active Travel is making journeys by non-motorised, physically active means.

This includes walking, cycling, scooting or wheeling for everyday journeys you make to get from place to place such as work, school, access to green spaces, shopping and visiting friends and family. Active travel can offer a convenient, affordable and enjoyable way to travel.

“Active travel” means moving around using your own effort to get from place to place, usually by walking, wheeling or cycling, and is for everyday journeys such as going to school, to the shops or to work, as well as for exercise and recreation.

In this document, Active Travel is defined as walking, cycling and scooting, for all ages and abilities, including the use of adaptive bikes such as tricycle and handcycles and other mobility aids. The focus of the ATS is on walking and cycling as modes of transport primarily for day to day functional trips (to school, work, the shops, visit family, etc.).

Wheeling is any non-motorised wheeled transport such as a wheelchair or other mobility aid, but also includes tricycles, adapted bikes, other non-standard cycles, and children’s push scooters.

Cycling is any person powered mechanically wheeled transport such as a bicycle, but also includes tricycles, adapted bikes and other non-standard cycles.

Argyll and Bute Council is committed to the Scottish Government’s sustainable travel hierarchy and to enabling our residents and visitors to have a choice of travel modes, which includes cars as mobility aids.

Walking and cycling as leisure and tourism activities are also important for people’s wellbeing, physical health and the economy, and where there are overlaps, links are made with other strategy documents including the Local Transport strategy, the Local Housing Strategy and Argyll and Bute Economic Strategy.

8. Why promote active travel?

Active travel is good for individual health and wellbeing, reducing traffic congestion and carbon emissions, and tackling climate change.

Broadening the appeal of walking and cycling as modes of transport and leisure activities has well documented societal benefits, for the economy, public health and the environment. Argyll and Bute’s Active Travel Strategy (the ATS) sets out our vision, objectives, and the actions we will take to increase walking and cycling journeys in

Argyll and Bute. It is part of Argyll and Bute's wider response to key challenges we face in terms of climate change, population health, socio-economic inequalities, and continued prosperity.

This new strategy and delivery plan will promote and drive change to make essential daily destinations accessible by active and sustainable modes and engage people with healthy lifestyles.

9. Why do we need an Active Travel Strategy?

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 Argyll and Bute 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.

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, ten objectives (*see A to J section 4 of this strategy*) 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.

Changes in travel choices will go hand in hand with the work of the two Regional Transport Strategies and other various Council strategies, plans and further policies aligned with environmental quality, climate change, and the opportunities for our region and local economies to thrive in a sustainable way. All this in connection with the benefits of active travel.

10. Infrastructure

Creating a supportive and effective Active Travel Strategy requires investment in a variety of infrastructure types that encourage and facilitate walking, cycling, and other forms of active transportation. Below is an overview of the key types of infrastructure that can be incorporated into such a strategy:

1. Dedicated Walking and Cycling Paths

- **Cycle Lanes:** Separated, marked lanes that ensure cyclists have a safe, designated space on roads. These lanes can be on-road (using paint or barriers to separate them from traffic) or off-road (dedicated bike trails or paths).
- **Pedestrian Paths/Pavements:** Well-maintained, wide, and safe pedestrian paths that offer pedestrians a clear, obstacle-free route. These should be continuous, properly lit, and free from obstructions.

- **Shared-Use Paths:** Multi-use paths where both cyclists and pedestrians share the same space, often seen in parks or along esplanades. These should have clear signage to manage conflicts between different users.
- **Greenways:** Scenic, car-free routes, often through woodland parks, or along canals for example, that prioritise pedestrians and cyclists. These routes can provide a more pleasant and environmentally-friendly option for active travel.

2. Cycle Parking and Storage

- **Cycle Racks:** Simple, sturdy bike racks in high-traffic areas (e.g., near shopping centres, transport stations, or workplaces) to allow cyclists to securely lock their bikes.
- **Cycle Shelters/Enclosures:** Covered storage areas for bikes to protect them from weather conditions, particularly important in areas with frequent rain.
- **Cycle Lockers:** Secure, individual lockers where cyclists can store their bikes out of sight, offering higher security for expensive bikes.
- **Cycle Stations:** Larger bike hubs/bothy that may offer repair stations, charging facilities (for electric bikes), and bike rentals in key locations like transport interchanges.

3. Crossings and Junctions

- **Pedestrian Crossings:** Safe, clearly marked crossings with traffic signals, pedestrian islands, or overpasses/underpasses to protect pedestrians at busy intersections or roads.
- **Cycle Crossings:** Dedicated cycle crossings at intersections, often with cycle-specific signals or advanced stop lines, to ensure cyclists' safety.
- **Cyclist-Friendly Traffic Lights:** Traffic lights that prioritise cyclists, either by giving them green lights earlier or by installing sensors that detect cyclists waiting at intersections.
- **Pedestrian Islands & Refuge Areas:** These are safe places in the middle of busy streets where pedestrians can stop and wait to cross in stages, reducing their exposure to traffic.

4. Traffic Calming Measures

- **Speed Humps/Bumps:** Raised sections of the road that slow down vehicle traffic, making streets safer for cyclists and pedestrians.
- **Narrowing Lanes or Streets:** Design measures that reduce the width of road lanes or the number of lanes, forcing cars to slow down and creating more space for pedestrians and cyclists.
- **Chicanes:** Curved road sections that force vehicles to reduce speed, often used in residential or urban areas to calm traffic.
- **Pedestrian-Only Zones:** Car-free zones or low-traffic streets, typically in main town centres where pedestrians and cyclists can travel freely without the risk of vehicle conflict.

5. Cycle Share Programs and Infrastructure

- **Cycle Share Stations:** Locations where users can rent or return cycles for short-term use, typically integrated with public transport hubs
- **Docking Stations:** Points where shared cycles can be picked up and dropped off, often equipped with docking infrastructure that ensures the bikes are securely stored when not in use.
- **E-bike Share Systems:** Electric bike programs that offer bikes with pedal-assist features, making longer or more challenging trips more feasible for a wider range of users.

6. Public Transport Integration

- **Cycle Racks at Bus/Trains and at Ferry terminals:** Secure cycle racks installed to allow cyclists to easily combine biking with public transportation for longer commutes.
- **Park-and-Ride Facilities with Bike Parking:** Bike parking integrated with park-and-ride locations, allowing users to cycle to a transport hub and continue their journey by public transport.
- **Cyclist-Friendly Stations:** Public transport stations designed with cyclists in mind, offering bike-friendly amenities such as secure parking.

7. Signage

- **Cycle Route Signs:** Clear, visible signs marking dedicated cycling routes, including distances and directions, to guide cyclists to their destinations.
- **Pedestrian Signage:** Directional signs for pedestrians, including safe routes to nearby attractions, transport hubs, or local amenities.
- **Interactive Maps and Apps:** Digital tools and wayfinding systems that help pedestrians and cyclists navigate urban town areas or rural scenic routes,

8. Lighting and Surveillance

- **Street Lighting:** Well-lit pavements and cycle paths that provide visibility for users, enhancing safety during evening or night-time travel.
- **Smart Lighting:** Motion-sensing lights or lights that adjust according to pedestrian or cyclist presence to save energy while maintaining safety.
- **Surveillance Cameras:** In areas with high foot and bike traffic, surveillance can help deter crime and make users feel safer.

9. Urban Green Infrastructure

- **Street Trees and Green Buffers:** Planting trees along pavements or cycle lanes can not only provide shade but also act as a buffer to protect pedestrians and cyclists from traffic, improving air quality and making active travel more pleasant.
- **Sustainable Drainage Systems (SuDS):** These systems help manage stormwater runoff in a way that supports cycling and walking infrastructure,

preventing flooding on paths and streets.

10. Supporting Infrastructure for Active Commuters

- **Showers and Changing Rooms:** Facilities at workplaces, transport hubs, or public buildings where cyclists can clean up and change clothes before heading to work or meetings.
- **Repair Stations and Tool Kits:** Publicly available bike repair stations with basic tools for cyclists to fix minor issues such as flat tires, ensuring bikes remain in good working condition.

11. Public Engagement Infrastructure

- **Interactive Platforms:** Websites or apps that allow the public to track improvements in active travel infrastructure, suggest new routes, report issues (e.g., potholes, obstructions).

By investing in a combination of these infrastructure types, Argyll and Bute can create a comprehensive, safe, and convenient network for active travellers. This infrastructure not only supports the growth of walking and cycling as viable modes of transport but also encourages a cultural shift toward healthier, more sustainable ways of moving around urban spaces.

11. Design Standards

Include adoption of Cycle by Design (2021) and updates as Argyll and Bute Council design policy.



12. Behaviour Change

Behaviour change is the use of information, marketing, promotion to shift attitudes and social 'norms' towards more utilisation of active travel. It can be implemented as part of an infrastructure project to maximise use of new active travel infrastructure or stand-alone to increase use of active travel in other locations. Evidence indicates that the 'good intentions' created by behaviour change campaign usually wear off within a few years and that an approach which repeats the messages at regular intervals to 'nudge' or remind those who have chosen to change their behaviour are more effective at sustaining longer term change in travel habits.

Behaviour change interventions which have been found to work elsewhere include:

- **School Behaviour** – Research suggests the most effective known strategy is walking or cycling school buses. (A walking/cycling school bus is when an adult leads a walk/cycle to school, picking up children along the way). Usually focussed on children who are too young to walk/cycle independently
- **Trigger Points** – The optimum point to achieve modal shift is during significant moments in people's lives; such as moving home, starting a new job or having a child.
- **Workplace Nudge: Education and Parking** – The evidence suggests that education on the advantages of cycling was insufficient to change workplace commutes. However, lack of parking appeared to be enough to shift commutes to public transport or active travel.
- **Financial Incentives** – Evidence here echoes previous evidence suggesting that cycling facilities are a necessary but not sufficient condition for modal shift. However, financial incentives such as £2 per day were found to be sufficiently attractive to encourage modal shift.
- **Cycling Cities and Towns Evidence** – Evidence from a large cycling scheme in England noted that cycling events and adult cycle training did encourage some new cyclists, while children's cycle training did not overcome some parent's fears of children cycling on their own. Additionally maps detailing off-track cycle ways were difficult to read due to the scale and had low awareness.
- **Department for Health Evidence Review** – An evidence review for the DfH noted that personalised travel plans as well as walking incentivised by the health sector were seen as successful in achieving more active travel. Additionally workplace competitions and travel plans were seen to achieve some modal shift, with the inter workplace competitions seeing significant increases in cycling amongst participants.

13. Prioritising Options

The delivery of active travel routes will need to be done in a phased way due to the level of funding available. The Active Travel Strategy for Argyll and Bute sets the key criteria below that helps prioritise active travel investments working with communities and elected Members. Prioritising active travel projects involves balancing a variety of factors to ensure that the most impactful, feasible, and cost-effective initiatives are pursued first. To help with this decision-making, Argyll and Bute will develop a systematic approach to evaluate and rank potential projects based on their benefits, costs of delivery, and alignment with strategic goals. The key criteria is set out below to help prioritise the delivery of active travel projects within Argyll and Bute:

1. Safety Improvements

- **Key Consideration:** Safety is a top priority for active travel infrastructure. Projects that address high-risk areas or areas with a history of accidents involving pedestrians or cyclists should be prioritised.
- **Projects to Prioritise:**
 - **Junction upgrades** (e.g., bike-friendly signals, safer pedestrian crossings).
 - **Traffic calming** measures in high-pedestrian or cyclist areas.
 - **Protected bike lanes** where roads are currently dangerous or lack infrastructure.
- **Factors to Assess:**
 - Accident data (e.g. for cyclists or pedestrians).
 - Risk assessment for vulnerable users (e.g., elderly, children).

2. Demand and Usage Potential

- **Key Consideration:** Focus on areas where there is a high demand or latent demand for walking and cycling, which may not yet be fully realised due to insufficient infrastructure.
- **Projects to Prioritise:**
 - **Connecting high-density areas** (e.g., residential areas, employment centers, shopping centres) with key transport hubs.
 - **Missing links** in the active travel network that prevent continuous and safe routes.
 - **High-potential corridors** identified through surveys or data showing frequent short trips that could easily be converted to walking or cycling.
- **Factors to Assess:**
 - Existing traffic volume and pedestrian/cyclist counts.
 - Proximity to schools, employment centers, or transit stations.
 - Public demand or community surveys supporting the need for the project.

3. Equity and Accessibility

- **Key Consideration:** Prioritise projects that improve access to active travel for underserved communities or vulnerable populations, such as low-income areas, communities with limited access to transport, or communities with high health disparities.
- **Projects to Prioritise:**
 - **Improving infrastructure in underserved areas** that lack safe or direct walking/cycling routes.
 - **Addressing barriers** such as bridges, trunk roads, or rivers that prevent safe travel.
 - **Improving accessibility** for adults, people with disabilities, and families
- **Factors to Assess:**
 - Demographic and socioeconomic data
 - Accessibility gaps or obstacles (e.g., lack of cycle lanes or safe crossings).

4. Health and Environmental Benefits

- **Key Consideration:** Projects that can significantly reduce air pollution, increase physical activity, and contribute to climate goals should be prioritised.
- **Projects to Prioritise:**
 - **Car-free zones** or low-traffic streets in areas with high air pollution.
 - **Greenways** that provide safe routes through forest parks, encouraging cycling and walking.
 - **Projects near schools, parks, or other community spaces** that promote active recreation.
- **Factors to Assess:**
 - Local environmental goals (e.g., reducing carbon emissions, improving air quality).
 - Potential impact on public health, including reductions in physical inactivity.

5. Feasibility and Cost-Effectiveness

- **Key Consideration:** Ensure the projects are realistic and cost-effective within the available budget and timeframe. Some projects may have a high impact but also come with high costs or long timelines.
- **Projects to Prioritise:**
 - **Low-cost improvements** (e.g., repainting bike lanes, installing bike infrastructure) that can deliver quick results.
 - **Pilot projects** that test new infrastructure or policies, allowing for evaluation before larger investments are made.
 - **Projects with existing or planned funding** (e.g., leveraging funding from external sources).

- **Factors to Assess:**
 - Total cost (construction, maintenance, etc.) versus potential benefits.
 - Availability of funding (local, regional, or national grants).
 - Permitting and approval process (are the required approvals easily attainable?).

6. Integration with Existing Networks

- **Key Consideration:** Prioritise projects that create seamless connections with existing active travel infrastructure, including public transport networks, existing bike lanes, and pedestrian routes.
- **Projects to Prioritise:**
 - **Completing gaps** in the active travel network, such as missing connections between communities, transit stations, or recreational areas.
 - **Improving connections to transit hubs** for easier multi-modal transport.
 - **Integrating active travel into new developments** to ensure that infrastructure for walking and cycling is built from the outset.
- **Factors to Assess:**
 - Current connectivity of the active travel network.
 - Opportunities to integrate with other infrastructure projects (e.g., roadworks, public transport improvements).
 - Availability of land or space for new connections.

7. Community Support and Engagement

- **Key Consideration:** Projects with strong community backing are more likely to succeed and have a lasting impact. Prioritise initiatives that have broad public support.
- **Projects to Prioritise:**
 - **Community-led initiatives** that have received public input or feedback.
 - **Projects aligned with local needs**, such as those identified through public consultations, surveys, or local stakeholders.
 - **Public events** that help promote active travel and generate interest in new infrastructure.
- **Factors to Assess:**
 - Results from public consultations, community surveys, or petitions.
 - Feedback from local businesses, schools, and community organizations.
 - Local champions or advocacy groups supporting the project.

8. Long-Term Impact and Sustainability

- **Key Consideration:** Prioritise projects that have the potential for long-term sustainability, considering future growth, changing demographics, and evolving transport trends.

- **Projects to Prioritise:**
 - **Large-scale infrastructure** (e.g., dedicated bike corridors or walking routes that can grow with future demand).
 - **Sustainable transport hubs** (e.g., bike-sharing stations, electric bike charging stations).
 - **Resilient infrastructure** designed to withstand climate change impacts (e.g. flood-resistant bike lanes, green infrastructure).
- **Factors to Assess:**
 - Future population growth or demographic changes in the area.
 - Future technological trends (e.g., rise of e-bikes or shared mobility).
 - Long-term environmental or social sustainability goals.

9. Quick Wins vs. Long-Term Projects

- **Key Consideration:** While long-term, large-scale projects are important, short-term "quick win" projects can build momentum and public support while waiting for larger projects to be completed.
- **Projects to Prioritise:**
 - **Low-cost infrastructure changes** to improve movement for cycling/walking
 - **Small-scale improvements** (e.g., adding bike racks, improving crossings).
- **Factors to Assess:**
 - How quickly the project can be implemented.
 - The immediate benefits or visibility of the project.
 - Opportunities for public engagement and feedback.

Prioritisation Matrix Approach

To help rank and prioritise the options, a **prioritisation matrix** will be used, where each project is scored based on the above criteria and others identified, as the matrix is progressed. Projects will then be ranked on a scale for each of the criteria, and the overall score determines the order of implementation.