

# **Argyll and Bute Council**



## **Active Travel Strategy: Our journey from A to B 2026 - 2045**

**DRAFT FOR  
CONSULTATION**

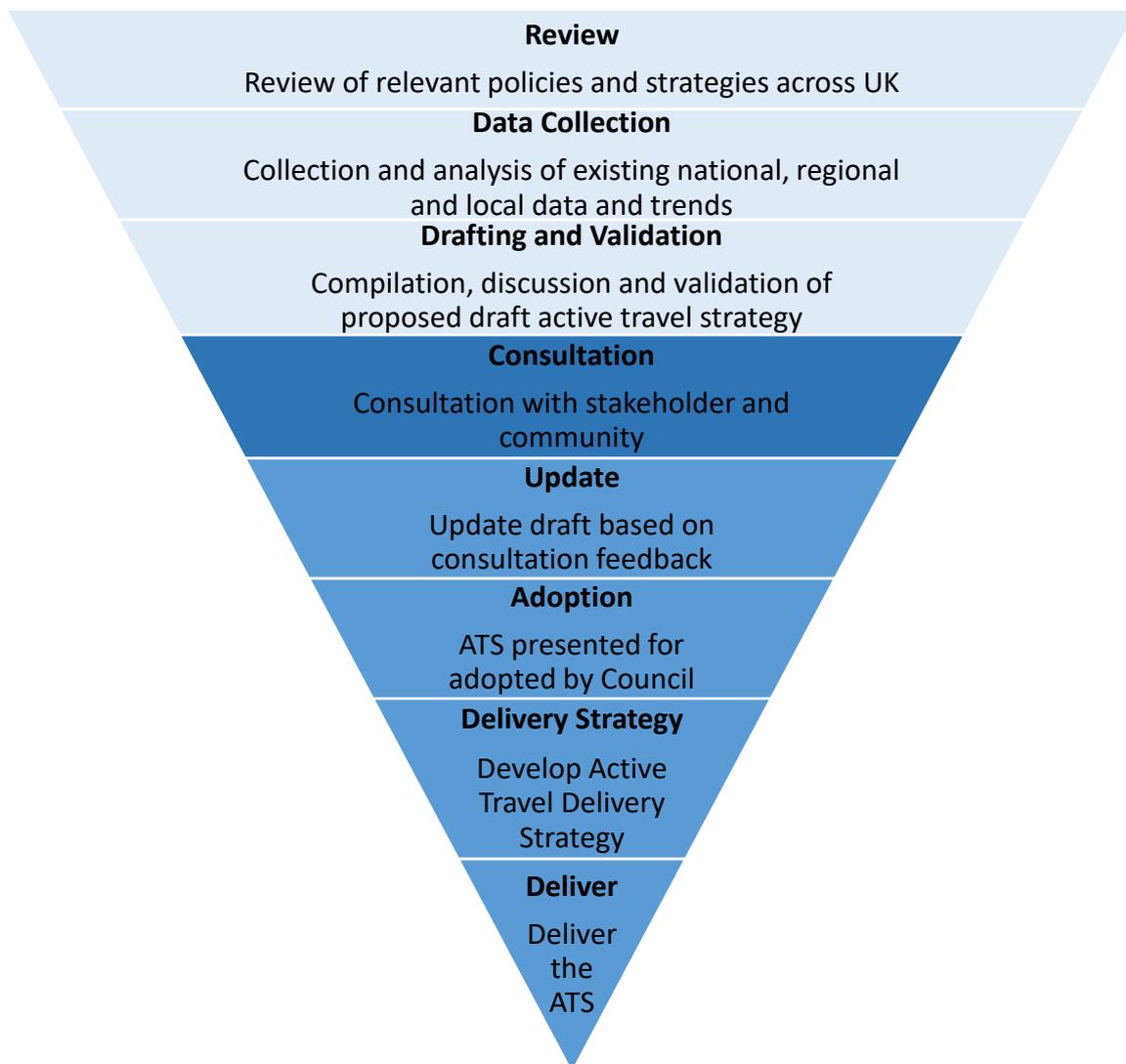
Thank you for your interest for taking the time to read this draft Active Travel Strategy (ATS). Your considered, reasoned and appropriate comments will enable the team to update and amend this draft to ensure it delivers for the whole of Argyll and Bute.

Respondents should be aware that the purpose of the ATS is to provide a policy context and strategic direction for active travel improvements across Argyll and Bute. It purposely does not identify specific projects/actions, rather sets a policy approach to enable identification of suitable projects within the future subsidiary Active Travel Delivery Plan (ATDP) which will transfer the policy within this ATS into specific projects/actions.

### **How has this strategy been developed?**

The planning and development of this draft Active Travel Strategy (ATS) started in summer 2023 on instruction from the Council's Environment, Development and Infrastructure Committee. The draft ATS will be subject to stakeholder and public consultation, where feedback will be taken on board and appropriate changes made to the draft to produce a final ATS for approval by Elected Members.

This draft has been developed from information from national data, guidance and stakeholder engagement. The stages of development of this ATS are outlined below.



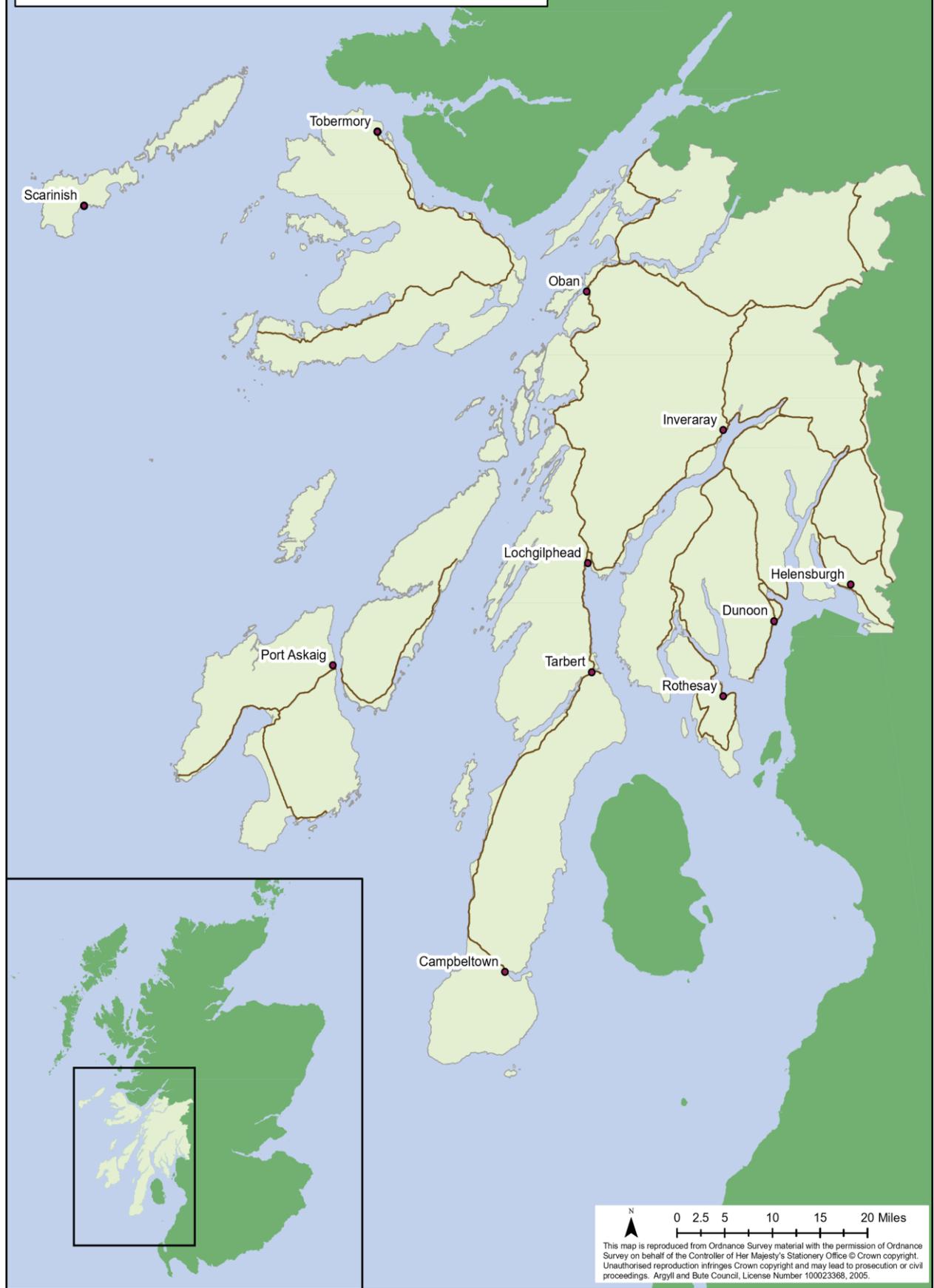
## Timeline

This ATS has been developed without any additional staff resources or spend of Council funds, therefore the development timeline has been extended by other demands on the small team working on active travel projects in Argyll and Bute. Ensuring the strategy uses the most appropriate and up-to-date data, and provides a clear direction for future development and identification of active travel opportunities across the whole of Argyll and Bute has also been time consuming.





# ARGYLL AND BUTE AREA



0 2.5 5 10 15 20 Miles

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**Actions identified in this Active Travel Strategy are:**

1. Support community groups to develop and deliver settlement-based Active Behaviour Change Plans for their community, with a particular focus on settlements over 3,000 or where they are the main settlement on islands with a population of over 3,000.
2. Work with partners to develop Active Travel Masterplans for settlements over 3,000 or where they are the main settlement on islands with a population of over 3,000.
3. Work with partners to develop walking, wheeling and cycling design guidance specifically tailored to rural areas and islands, additional to adopting Cycling by Design guidance.
4. Support communities to develop new and improved active travel routes / facilities.
5. Develop an Active Travel Delivery Plan (ATDP) to guide future project prioritisation.

## **Foreword**

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## **1. Introduction**

### **1.1. About this strategy**

This strategy envisions making active travel the appealing and practical first choice for everyday journeys across Argyll and Bute wherever possible. It highlights how active travel can help create an accessible Argyll and Bute for all, while advancing the area's key priorities including encouraging active living. The strategy promotes the valuable role that all forms of active travel play in achieving the goals of the Argyll and Bute Outcomes Improvement Plan (OIP). Active travel is especially effective in supporting broader initiatives to enhance health, promote social equity, and reduce emissions; contributing meaningfully to the climate emergency response and the commitment to reach net zero by 2045.

The Active Travel Strategy aims support and enable our residents to live actively by making active travel an attractive and realistic choice for everyday journeys. This will enable and encourage people to walk, wheel and cycle as part of their daily lives. The focus of the strategy is to allow and encourage people to choose sustainable travel options whenever possible.

It sets out overarching aims, objectives, and actions as to how Argyll and Bute Council will seek to deliver high-quality walking, wheeling and cycling networks. The strategy also seeks to increase publicity and awareness of these routes to encourage more trips by walking, wheeling and cycling.

Having a strategy will enable us to effectively continue to increase opportunities for safe, attractive, and accessible active travel. As part of the strategy, objectives have been identified and following adoption of the strategy a delivery action plan will be developed to identify specific projects that need to be carried out to achieve these objectives.

We need an Active Travel Strategy to effectively organise, communicate, manage, deliver, and monitor current and future active travel projects and initiatives. This strategy will provide a framework for the council to deliver positive changes within our communities.

It aims to identify the best ways to meet the needs of our communities while supporting national goals for improving conditions for walking, wheeling and cycling. This includes identifying and securing funding, coordinating efforts across multiple organisations and sectors to design and build active travel infrastructure, promoting behaviour change, maintaining existing routes, and tracking our progress toward becoming a more active, sustainable, and net-zero area.

The strategy also helps us align our work with national policies that promote walking, wheeling and cycling, liveable neighbourhoods, and net-zero initiatives throughout Scotland. These policies are vital for Argyll and Bute to achieve its social,

environmental, economic, and climate objectives. To support this, we will develop a Delivery Plan that builds on this strategy and will guide our specific efforts over the next ten years.

Changes in travel choices will align with the Local Transport Strategy, Regional Transport Strategies, and other council plans focused on environmental quality, climate change, and sustainable regional economic growth, all connected to the benefits of active travel.

## 1.2. What is active travel?

Active travel is any form of transport that is primarily based on physical activity such as walking, wheeling and cycling.

Active Travel is making journeys from A to B by non-motorised, physically active means.

Active travel offers a convenient, affordable, and enjoyable way for people of all ages and abilities to make everyday journeys, such as traveling to work, school, shops, parks or other outdoor spaces, or visiting friends and family. It emphasizes using your own energy for practical trips as well as for exercise and recreation.

This strategy focuses on walking, wheeling and cycling as modes of travel for day-to-day activities.

**Wheeling** are wheeled mobility aids such as a wheelchair, mobility scooter, walking frame and other mobility aids, also includes prams, buggies and non-motorised push scooters.

**Cycling** are person powered mechanically wheeled transport such as a bicycle, e-bike, tricycle, hand cycle, adapted bike and other non-standard cycles.

Argyll and Bute Council is dedicated to supporting the Scottish Government's sustainable travel hierarchy and commitment to reduce distances travelled in private cars by ensuring that both residents and visitors have a variety of travel options, including cars as mobility aids.

Walking, wheeling and cycling, whether for everyday functional journeys, leisure or tourism, play a vital role in promoting wellbeing, health, and the economy. Where these activities intersect with other areas, connections are made with related strategic documents, such as the Economic Development Strategy, which focusses on Argyll and Bute's sustainable economic growth.

**Walking** is the most natural form of physical activity for most people. It is easy, convenient, and accessible—offering free exercise that can be done at any pace and easily fit into daily life. Areas that encourage walking consistently show residents who are happier, more connected, and trusting of their communities, while also benefiting from having essential places like shops, schools, and parks within walking distance. Although walking is best suited for shorter trips, it plays a vital role in our transport system by connecting people’s homes to public transport and other destinations. Its simplicity and convenience could be the key to encouraging more people to reduce their car use.

**Wheeling**, which encompasses the use of scooting, prams, and buggies as well as various wheeled mobility aids such as wheelchairs, mobility scooters and walking frames, offers similar benefits of exercise and efficiency to walking, wheeling and cycling.

**Cycling** is a very efficient mode of transport, allowing people to cover much longer distances than walking with significantly less effort and time. While cycling is generally an accessible way to get around, many people face challenges such as learning to ride or finding and storing a bike. Electric bikes (e-bikes) are helping to lower some of these barriers by making it easier to travel longer distances and reducing physical demands. However, e-bikes can also create new challenges, such as higher costs that may limit access for some.

### 1.3. Benefits

Active travel offers numerous benefits that address some of the most pressing challenges faced by our residents and communities today. In Scotland, life expectancy is the lowest of all western European countries and health inequalities remain high<sup>1</sup>. Healthy life expectancy in Scotland is the shortest in the UK at 61 years old<sup>2</sup>. Active travel has been shown to improve health and wellbeing as well as extending healthy life expectancy. Incorporating regular physical activity through everyday travel not only reduces the risk of chronic diseases but also enhances mental health, contributing to healthier populations and narrowing health disparities.

Increased active travel access within towns has been shown to boost local economies and support sustainable economic growth by increasing footfall in town centres and encouraging spending in local businesses, with people who travel actively visiting local businesses more often and spending more over a month<sup>3</sup>. By making it easier and safer for people to access employment opportunities active travel helps reduce inequalities and increase spending power in the local economy. This creates a virtuous cycle where thriving businesses and accessible jobs strengthen communities, making them more resilient and prosperous in the long term.

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<sup>1</sup> Life Expectancy in Scotland 2021-2023 (National Records of Scotland, 2024)

<sup>2</sup> Scotland’s life and healthy life expectancy: Key facts and figures (SPICe, 2025)

<sup>3</sup> The Pedestrian Pound (Living Streets, 2024)

Improving access to essential services is another benefit of active travel. Walking, wheeling and cycling improve connectivity to public transport, healthcare facilities, shops and businesses, and leisure opportunities. This enhanced access is especially important for those who may not have private transport options, fostering greater independence and improving quality of life across different social groups.

Active travel also promotes social inclusion by helping to reduce inequalities. It allows people from diverse backgrounds and different age groups to participate fully in community life, breaking down barriers related to mobility and income. This inclusivity strengthens social cohesion, making neighbourhoods safer and more welcoming for everyone.

From an environmental perspective, active travel contributes significantly to tackling climate change. By reducing reliance on cars, it decreases road congestion, lowers carbon emissions and road noise pollution, and improves air quality. Additionally, quieter streets result in less traffic noise, creating a more pleasant environment and improving safety for everyone, particularly younger and older people. Active travel is a vital part of broader efforts to achieve net zero targets and create sustainable, healthy communities.

Overall, promoting active travel aligns with strategic goals to enhance public health, economic vitality, social equality, and environmental sustainability. This new Active Travel Strategy highlights these benefits and sets out actions to encourage more walking, cycling, and wheeling journeys over the next 20 years. By prioritising active travel, communities can create healthier, more accessible, and environmentally friendly spaces where everyone can thrive.

#### **1.4. Argyll and Bute's Vision for Active Travel**

Argyll and Bute Council's vision is that active travel will lead the way as the easiest, safest, and smartest choice for everyday journeys—uniting vibrant communities, boosting economic growth, and driving healthier, greener futures.
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Argyll and Bute Council envisions a future where active travel is the easiest, safest, and most appealing choice for everyday journeys as part of the creation of the Local Development Plan 2 (LDP2) High Quality Places by connecting vibrant communities, supporting economic growth, and fostering healthier, greener lifestyles. We aim to make walking, wheeling and cycling the natural and accessible modes of travel for people of all ages and abilities, enabling seamless access to work, education, essential services, retail, and leisure.

Through strong partnerships, we will work to enable our communities to provide and promote a comprehensive network of high-quality, reliable, and safe routes that link neighbourhoods, employment hubs, schools, shopping areas, recreation centres, and healthcare facilities. By embracing a culture of sustainable travel across both

urban and rural areas, Argyll and Bute will become an active region where more people choose active travel more often, improving the wellbeing of residents and the vitality of our economy and environment.

## Our Vision



### 1.5. Our commitment to Active Travel

We recognise the vital role active travel plays in supporting economic development, strengthening local businesses, enhancing community cohesion, improving mental and physical health, reducing car use where possible, and improving air quality.

This strategy and the subsequent delivery plan (ATDP) will focus on making essential daily destinations accessible through active and sustainable transport, encouraging healthy lifestyles for people of all ages. Central to this vision is promoting regular movement in social and green environments from an early age to nurture lifelong habits. Our approach aligns closely with the upcoming Argyll and Bute Local Transport Strategy (LTS) and other council policies addressing environmental quality, climate change and sustainable economic growth.

Argyll and Bute Council is committed to investing in and maintaining a high-quality active travel network that is accessible, safe, inclusive, well-designed, and resilient. This network will connect towns, villages, and rural areas, offering residents, businesses, communities, and visitors the opportunity to make active travel their natural first choice for everyday local journeys. By improving access to essential services, employment, and education, active travel will support a thriving local economy and foster healthier, fairer, and more sustainable communities. Integration

with public transport will enhance connectivity, promote social inclusion, and reduce transport poverty, while empowering residents to participate in people-centred planning.

Promoting active travel and its benefits will support a modal shift aligned with the Council's climate change goals and improve access to the natural environment. Education initiatives will foster mutual respect among all road users, enhancing safety, especially where active travel routes intersect with motor vehicles. This comprehensive approach will ensure that active travel remains safe, sustainable, and appealing for everyone.

While the focus of the majority of active travel development is on walking, wheeling and cycling as modes of transport for day to day functional trips to school, work, the shops, visit family, etc.; this ATS also recognises and supports active travel for leisure activities including exercise and recreation, as well as the crucial importance of active tourism where visitors choose to travel actively as these are important for people's wellbeing, health and the economy.

This long-term strategy, covering 2025 to 2045, provides a stable policy framework to enable lasting infrastructure-led changes in behaviour and travel choices. It will be reviewed every ten years to maintain relevance and effectiveness. Delivery will be guided by the subsequent Active Travel Delivery Plan (ATDP), a prioritized ten-year plan that will translate the strategic goals of the ATS into specific projects/actions, continuing to build on ongoing growth in walking, wheeling and cycling across Argyll and Bute.

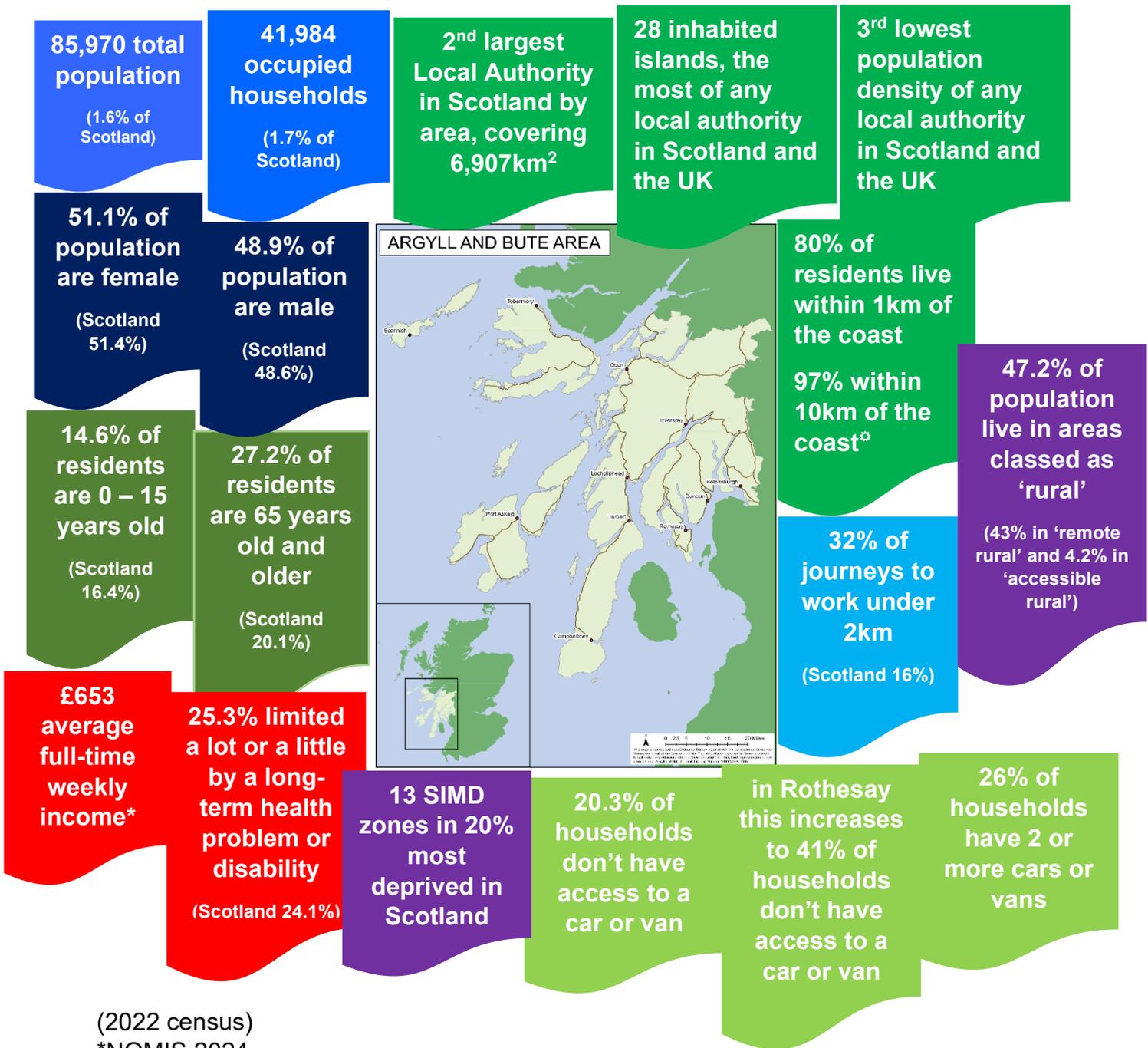
## 2. Strategic Objectives

This 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. By setting clear, actionable objectives aligned to clear aims within key policy areas, the Active Travel Strategy will support wider work to 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.

<b>Policy</b>	<b>Aim</b>	<b>Objective</b>
Active Living	Increase walking, wheeling and cycling participation	Increase the number of people walking, wheeling and cycling for daily trips, such as commuting, shopping, and leisure.
	Improve infrastructure for active travel	Enhance infrastructure to make walking, wheeling and cycling more attractive, safer and convenient for all users, including people with disabilities.
Health	Improve health of our residents and lives	Encourage greater physical activity to improve public health by reducing sedentary lifestyles and promoting the mental and physical health benefits of active travel.
Social Inclusion	Integrate active travel with public transport	Promote the integration of active travel with public transport systems to encourage multi-modal travel.
	Enhance safety and accessibility	Improve safety and perceptions to make active travel inclusive and accessible for all members of the community, including younger and older people and people with disabilities.
	Support equity and social inclusion	Ensure that active travel options are accessible to people of all socio-economic backgrounds.
Environment	Reduce carbon emissions and improve air quality	Decrease reliance on cars and reduce overall traffic emissions, contributing to better air quality and meeting climate goals.
	Reduce climate impact of workplace commuting	Workplace commutes are one of the major generators of car km and therefore climate emissions
Community Engagement	Foster community engagement and support	Engage with local communities to understand their needs and encourage active travel behaviours.
	Training	Provide training and experience to encourage and enable individuals to choose to travel more actively.

Economy	Encourage local economic development	Leverage active travel to support local economies by promoting footfall and cycling traffic in urban and rural scenic areas.
Continuous Improvement	Monitor, evaluate, and improve the strategy	Continuously assess and adapt the active travel strategy to ensure that it meets its goals and evolves with changing needs.

### 3. Our place



(2022 census)

\*NOMIS 2024

\* Scottish Coastal Forum 2002

### 3.1. People and behaviours

The proportion of people aged 65 and over within Argyll and Bute is 7% higher than the Scottish average. The largest settlements in Argyll and Bute are Helensburgh (population 15,160), Dunoon (population 8,980) and Oban (population 8,140). Overall, the proportion of households with access to a car is higher in Argyll and Bute compared to Scotland as a whole (80% compared to 74%).

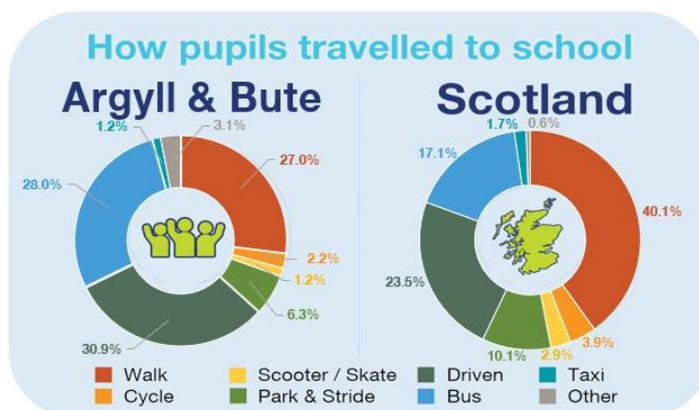
Travel to work by car is the dominant mode with 46% of people commuting by car. Bus and rail each carry 2% of commuting trips respectively, whilst 10% of people walk and less than 1% of people cycle.

Within Argyll and Bute 10% (11 of 125) of Scottish Index of Multiple Deprivation (SIMD) data zones are within the 20% most deprived; these are all in our towns of Campbeltown, Dunoon, Helensburgh, Oban and Rothesay. (Scottish Index of Multiple Deprivation, 2020)

In relation to transport, 52 (42%) of Argyll and Bute’s data zones are within the 20% most access deprived data zones in Scotland. Geographic Access to Services domain considers access deprivation in terms of drive times and public transport times to a selection of basic services. (Scottish Index of Multiple Deprivation, 2020)

SIMD Health rankings indicate that 10% (11 of 125) data zones in Argyll and Bute region are ranked within the lowest quintile (20% most deprived) for health in Scotland. (Scottish Index of Multiple Deprivation, 2020)

Our pupils travel to school has significantly higher rates of ‘driven to school’ and ‘bus’ with correspondingly lower active travel rates of ‘walking’, ‘scooter/skate’ and ‘cycle’. As bus includes school buses provided for pupils who live a significant distance from school, the higher-than-average number of pupils being driven to school indicates that there may be opportunities to increase the number of pupils travelling actively to school and understand any barriers families are faced with in choosing to travel actively to school.



### 3.2. Islands

Argyll and Bute has more inhabited islands than any other Scottish Local Authority with 28 inhabited islands with a total population of 15,055 (17.5% of our population). Our highest populated islands are Bute (6,047), Islay (3,180) and Mull (3,063)<sup>4</sup>. The table below details our main populated islands.

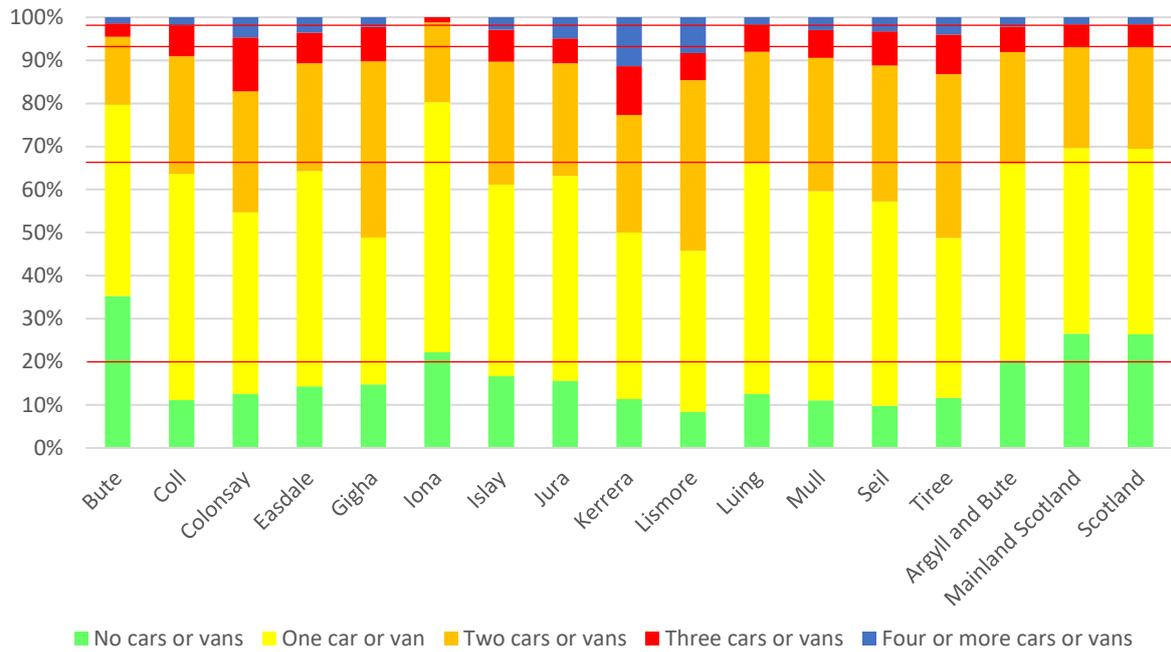
<b>Island</b>	<b>Population</b>	<b>% of households without access to car or van</b>
Bute	6,047	35%
Coll	176	11%
Colonsay	117	13%
Easdale	61	13%
Gigha	187	15%
Iona	178	22%
Islay	3,180	17%
Jura	258	16%
Kerrera	61	11%
Lismore	190	9%
Luing	178	13%
Mull	3,063	11%
Seil	580	10%
Tiree	700	12%
<b>Argyll and Bute</b>	<b>85,953</b>	<b>20%</b>
Scotland	5,436,600	26%

(Source: Census 2022)

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<sup>4</sup> Census 2022

## Number of cars or vans in household by Island



(Source: Census 2022)



### 3.3. Peninsulas

As shown on the map Argyll and Bute has a number of peninsulas which make land-based travel distances longer and reduce access between key settlements. A number of our peninsulas function in a similar manner in transport terms to accessible islands, with a single route in/out and heavy reliance on ferry connections to reduce travel times and distances.

### 3.4. Settlements

43% of the population within Argyll and Bute live in 'Remote Rural' settlements of less than 3,000 people and have a drive time of over 30 minutes to a settlement of 10,000 or more<sup>5</sup>.

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. Our 6 main settlements with populations of over 3000 are highlighted.

Table 1: Population and private vehicle access

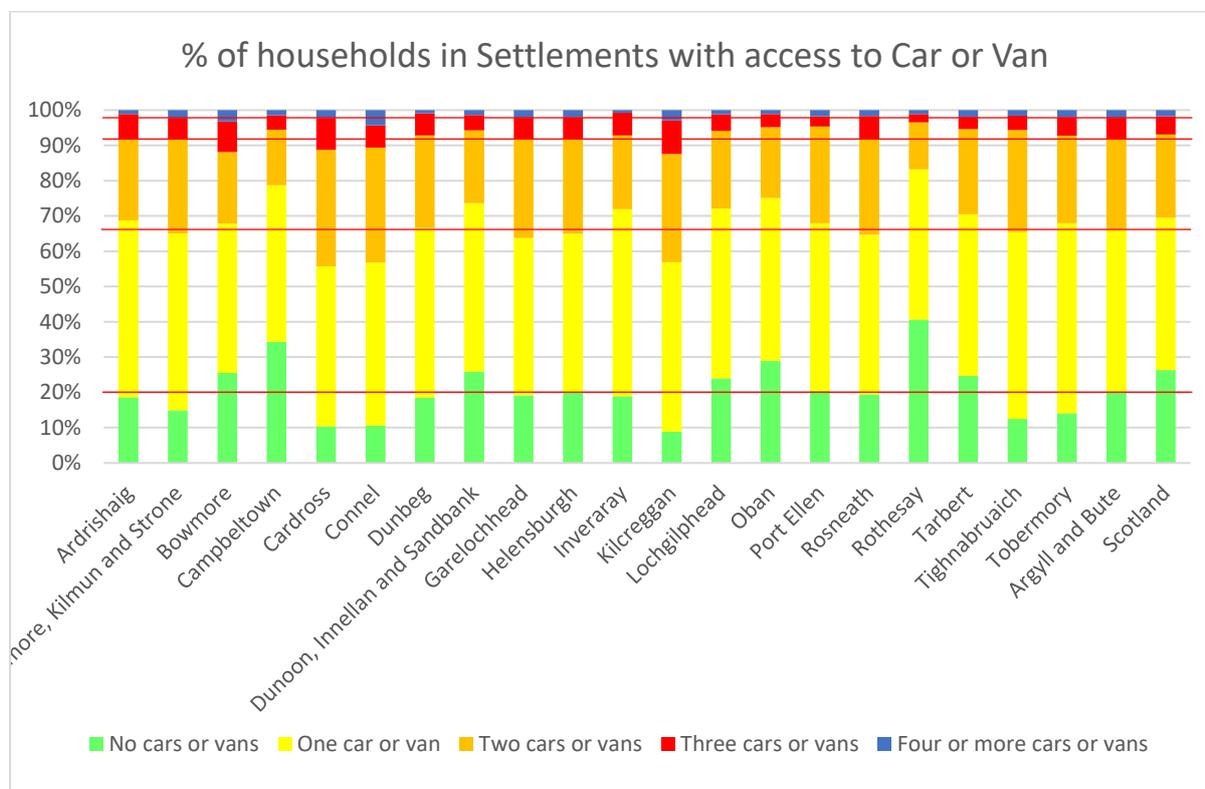
Settlement	Population	% of households without access to car or van
<b>Ardrishaig*</b>	1252	19%
Blairmore, Kilmun and Strone	656	15%
Bowmore	804	26%
<b>Campbeltown</b>	4425	34%
Cardross	2032	10%
Connel	532	
Dunbeg	938	19%
<b>Dunoon, Innellan and Sandbank</b>	10318	26%
Garelochhead	1707	19%
<b>Helensburgh</b>	16035	20%
Inveraray	601	19%
Kilcreggan	1221	9%
<b>Lochgilhead*</b>	2488	24%
<b>Oban</b>	8000	29%
Port Bannatyne		
Port Ellen	794	20%
Rosneath	1174	19%
<b>Rothesay</b>	4207	41%
Tarbert	1129	25%
Tighnabruaich	580	13%
Tobermory	1045	14%

<sup>5</sup> Scottish Government Urban Rural Classification 2016

<b>Argyll and Bute</b>	<b>85,953</b>	<b>20%</b>
Scotland	5,436,600	26%

(Source: 2022 Census)

\*combined population of Ardrishaig and Lochgilphead is over 3000.



(Source: 2022 Census)

### 3.5. Access to Car / Van

One in every 5 (20%) of all households in Argyll and Bute don't have access to a car or van, thereby making them reliant on public transport and/or travelling actively. Some locations have a much higher rate, for example 41% of households in Rothesay don't have access to a car or van. This is compared to a Scottish national average of 26% of households. (Census 2022)

Public transport is an effective and often cost-effective travel mode for medium and longer journeys. However, where it is available, particularly in less urban areas, it often has limited operating hours and frequency of service, meaning that it will not service the needs of all potential users. For example, it may not operate at appropriate times to enable people to get to and home from work, provide a connection with other public transport modes or cater for social activities which are more common in evenings and weekends when public transport services are most limited. The majority of public transport operates on fixed routes/timetables which require people to travel, most often actively, to reach.

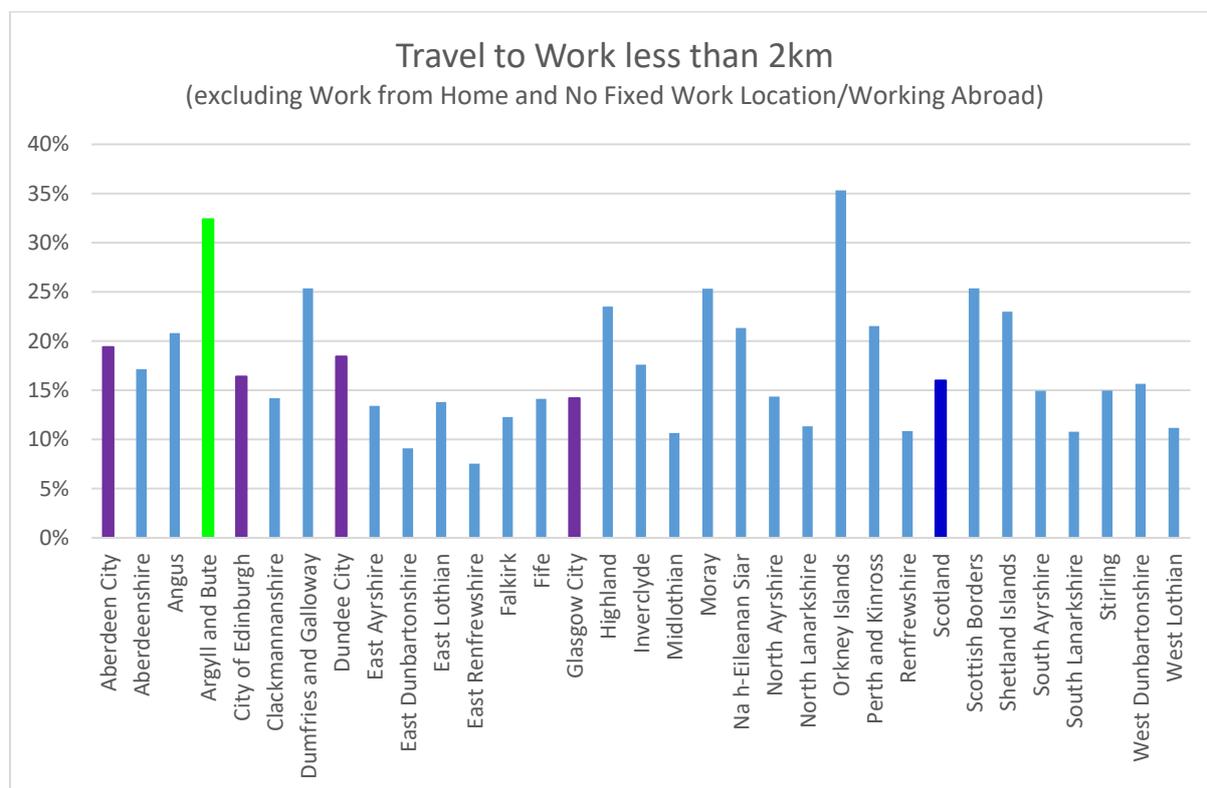
Walking, wheeling and cycling provide a range of cost-effective travel modes which can be used at any time to fit with the plans and needs of everyone. While better

suites to short to medium length journeys, the distance which can be travelled as uniquely limited by personal ability, amount of luggage or other items to be carried, specific mode chosen with walking and wheeling better suited to shorter journeys and cycling to medium to longer journeys and, to a greater extent than other modes due to the lower speed, the distance to be travelled and time available. As walking, wheeling and cycling are all done outside and without the protection of an enclosed vehicle, users are more exposed to weather conditions and more vulnerable to injury in any collision with a motor vehicle.

*"There's no such thing as bad weather, only unsuitable clothing"* (Alfred Wainwright, 1973)

### 3.6. Existing Travel Patterns

Almost half of journeys to work for Argyll and Bute residents are under 5km (49%<sup>6</sup>) and almost a third (32%<sup>6</sup>) under 2km, compared to Scotland at 40% under 5km and only 16% under 2km. Only the Orkney Islands have a higher percentage of travel to work under 2km. There are significant opportunities for enabling greater use of active travel for these shorter everyday journeys, distances which are shorter than average travel to work distances in any of Scotland's cities.



(Data from 2022 Census)

<sup>6</sup> 2022 Census: Figure excludes "Mainly work from home" and "Other - No fixed place of work or working outside the UK"

## 4. Understanding active travel choices in the Argyll and Bute

### 4.1. Strengths, opportunities and challenges

A summary of some of the current strengths, opportunities and challenges we face in the Argyll and Bute to achieve a more active future:

<b>Strengths</b>	<b>Opportunities</b>	<b>Challenges</b>
Working successfully with groups in the community to deliver active travel projects.	Our natural landscape and geography present opportunities for active tourism and wider initiatives in the west of Scotland.	Longer distances and terrain in rural area, with inter-settlement distances often greater than ideal for active travel.
Interest from some local communities to deliver community-led projects.	The Scottish Government policies support active travel and have committed funding for active travel in national budgets.	Connections to islands not always aligned to best public or active travel locations. Reliability of island connections is an ongoing problem.
Working with colleagues to deliver the Scottish Government's requirement for 20 mph limit in Argyll and Bute's settlements creates safer streets for active travel.	Increased interest from Transport Scotland in enabling active travel on trunk roads.	Higher costs of construction and maintenance of infrastructure and path networks in such an extensive area, including additional costs of delivery of islands.
Green areas and open spaces within walkable distances are part of the assets that will enable more active travel.	As census data shows, the majority of travel for work in Argyll and Bute is within the Argyll and Bute local authority area.	Historic street layouts resulting in limited space, between building lines with multiple modes required to be accommodated within the limited space.
A range of new infrastructure being implemented throughout the area to facilitate everyday journeys and leisure.	Cross departmental working and collaborations with roads and infrastructure, economic development, education and communities can be used to maximise the wider benefits of active travel funding secured.	Demographic trends, with an ageing population and young people leaving the area.

	Developing partnership working with other organisations including NHS, Health and Social Care Partnership and Public Health Scotland.	Income deprivation and inequalities in access to active travel equipment and facilities.
	Integration of active travel with public transport, including travel to/from interchanges and bus stops, bikes on public transport, and coordination with public transport operators.	Joining up all the current and ongoing initiatives when there are so many interested and involved parties.
		Climate change impacts of rising sea levels, fluvial flooding and increased likelihood of extreme weather events.

## 5. Policy

### 5.1. Policy Context

Addressing transport is essential to lowering our carbon emissions, building healthier communities and delivering sustainable economic growth. Our commitment to net-zero goals has strengthened the focus on enabling and encouraging adoption of more sustainable ways to travel within our settlements and communities.

### 5.2. Policy alignment

This Active Travel Strategy is designed to align with various plans and strategies, recognising that active travel and transport contribute to a wide range of positive policy outcomes.

Policy Area	Policy
Climate and Environment	<a href="#">Climate Change Plan 2018-2032</a> : Scottish Government (2018) <a href="#">Climate Ready Scotland</a> : Scottish Government (2019) <a href="#">Core Path Plan</a> : Argyll and Bute Council (2015) <a href="#">Decarbonisation Plan</a> : Argyll and Bute Council (2022) <a href="#">Decarbonising the Scottish Transport Sector</a> : Transport Scotland (2021) <a href="#">Local Development Plan 2</a> : Argyll and Bute Council (2024) <a href="#">National Planning Framework 4</a> : Scottish Government (2023) <a href="#">Update to the Climate Change Plan 2018 – 2032</a> : Scottish Government (2020)
Health and wellbeing	<a href="#">A More Active Scotland</a> : Scottish Government (2018) <a href="#">Active Travel and Sustainable Transport Behaviour Change Strategy</a> : HITRANS (2024) <a href="#">Active Travel Framework</a> : Transport Scotland (2019) <a href="#">Argyll and Bute HSCP Joint Strategic Plan 2022-25</a> : Argyll and Bute Council Health and Social Care Partnership (2022) <a href="#">Cleaner Air for Scotland 2</a> : Scottish Government (2021) <a href="#">Cycling by Design</a> : Transport Scotland (2021) <a href="#">HITRANS Regional Active Travel Strategy</a> : HITRANS (2025) <a href="#">Let's Get Scotland Walking</a> : Scottish Government (2014) <a href="#">NHS Highland Strategy 2022-27</a> : NHS Highland (2022) <a href="#">Physical Activity for Health</a> : Scottish Government (2024) <a href="#">Public Health Priorities for Scotland</a> : Public Health Scotland (2018) <a href="#">Public Health Scotland Strategic Plan 2022 – 2025</a> : Public Health Scotland (2022) <a href="#">Road Safety Framework to 2030</a> : Transport Scotland <a href="#">SPT Regional Active Travel Plan</a> : Strathclyde Partnership for Transport (SPT) (2024)

<p>Inclusion and equality</p>	<p><a href="#">A Connected Scotland</a>: Scottish Government (2018)  <a href="#">Anti-Poverty Strategy 2018-2022</a>: Argyll and Bute Council (2018)  <a href="#">Argyll and Bute Outcomes Improvement Plan 2024-2034</a>: Argyll and Bute Community Planning Partnership (2024)  <a href="#">Corporate Plan 2025-27</a>: Argyll and Bute Council (2025)  <a href="#">Fairer Duty Scotland</a>: Scottish Government (2018)  <a href="#">Living Well Locally</a>: HITRANS (2022)</p>
<p>Inclusive growth</p>	<p><a href="#">Economic Strategy</a>: Argyll and Bute Council (2024)  <a href="#">HITRANS Regional Transport Strategy</a>: HITRANS (2024)  <a href="#">Road Asset Management Plan</a>: Argyll and Bute Council (2017)  <a href="#">Scotland’s National Strategy for Economic Transformation</a>: Scottish Government (2022)  <a href="#">SPT Regional Transport Strategy</a>: SPT (2023)  <a href="#">Strategic Transport Projects Review 2</a>: Transport Scotland (2022)  <a href="#">Visitor Economy Recovery and Growth Strategy 2022-25</a>: Argyll &amp; the Isles Strategy Tourism Partnership (2022)  <a href="#">Winter Maintenance Policy</a>: Argyll and Bute Council (2024)</p>

## Selected National Policies

### Active Living: Scotland’s Physical Activity

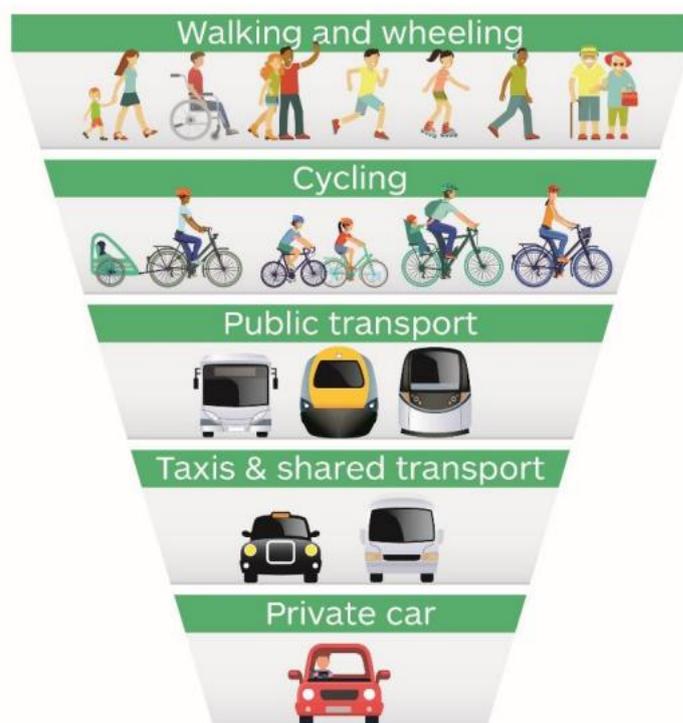
Active living is making being and remaining physically active an accessible and natural part of everyday life, contributing to improved physical and mental health. Physical activity encompasses a broad range of physical activities from active travel to participating in sport and leisure pursuits.

A More Active Scotland articulates this vision with the principle: "Our vision is of a Scotland where more people are more active, more often."

Regular physical activity is proven to help prevent and treat non-communicable diseases (NCDs) such as heart disease, stroke, diabetes and breast and colon cancer. It also helps prevent hypertension, overweight and obesity and can improve mental health, quality of life and well-being.

### National Transport Strategy 2 (NTS2)

The National Transport Strategy 2 outlines a 20-year vision for Scotland’s transport system, emphasizing sustainability, inclusivity, safety, and accessibility to create a healthier, fairer, and more prosperous environment for communities, businesses, and visitors, with walking, wheeling and cycling prioritized above all other modes through the national ‘Sustainable Travel Hierarchy.’



National Transport Strategy 2 (Scottish Government, 2020)

## **National Planning Framework 4 (NPF4)**

The Scottish Government's National Spatial Strategy for Scotland 2045 (NPF4) highlights Sustainable, Liveable, and Productive Places as a core theme. Central to this is the 20 Minute Neighbourhood concept, which aims to reshape how we plan our communities by integrating everyday local infrastructure to greatly reduce the need to travel, while enabling longer journeys where necessary.

NPF4 also prioritizes active travel within planning policies, encouraging the development of multifunctional networks that include green infrastructure—such as green spaces, trees, and other natural features—to enhance biodiversity, improve air quality, and provide comfort as our climate changes. These green networks offer important opportunities for leisure and physical activity, with paths and natural connections playing a vital role in fostering sustainable communities. This is especially true in Argyll and Bute, where the landscape holds great potential to link paths that support active tourism.

## **2030 Vision for Active Travel**

Supporting NPF4, the Scottish Government's 2030 Vision for Active Travel aspires to shape communities around people, making walking, wheeling and cycling the preferred choice for shorter everyday journeys.

## **Selected Regional Policies**

Argyll and Bute is unique amongst local authorities in Scotland in being included within two statutory Regional Transport Partnerships:

- HITRANS covers all of Argyll and Bute with the exception of Helensburgh and Lomond area.
- Strathclyde Partnership for Transport (SPT) covers the Helensburgh and Lomond area.

Areas of Argyll and Bute are also included within the Loch Lomond and the Trossachs National Park, who act as the Planning Authority but not the Roads Authority for the area within the national park.

### **HITRANS Regional Active Travel Strategy**

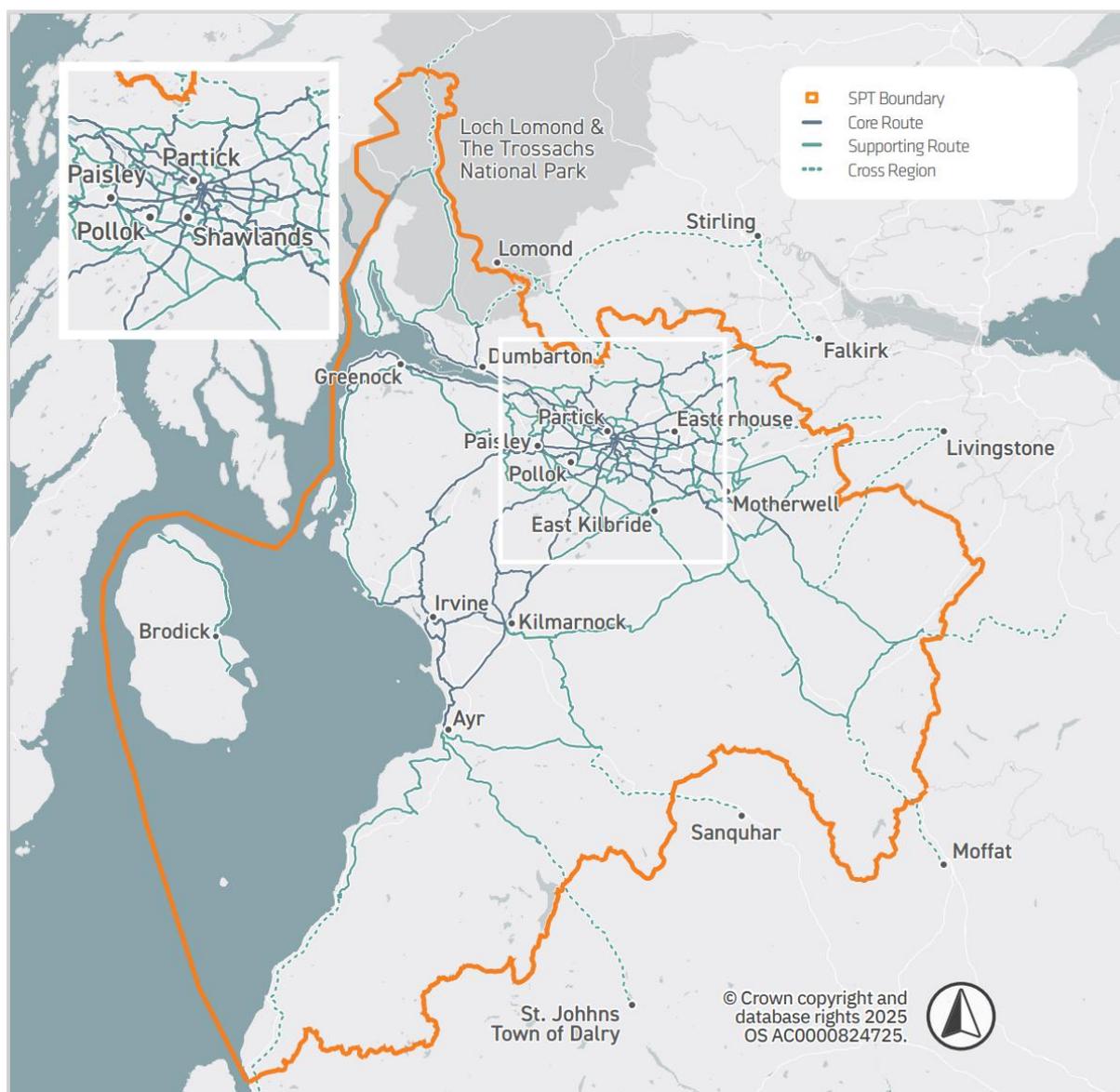
The HITRANS Regional Active Travel Strategy aims to transform the Highlands and Islands into a region where walking, wheeling and cycling are safe, accessible, and preferred choices for everyday journeys. It focuses on creating integrated, safe connections between communities, improving public transport, and promoting behavior change to encourage active travel and sustainable transport methods. Key objectives include a just transition to a low-carbon transport network, improving connectivity, and ensuring reliable transport for island and remote communities.

### **SPT Regional Active Travel Strategy**

The SPT Regional Active Travel Strategy (ATS) aims to transform the way people travel around the SPT region through the provision of a well-connected, continuous cross-boundary active travel network and supporting measures that inform and empower people to travel in healthier and greener ways.

To support this, it sets out a strategic approach to plan active travel infrastructure and behavioural interventions to deliver the step-change in active travel required to achieve a significant modal shift from the private car to more sustainable modes of transport. The interventions prioritised by the Regional ATS are driven by an evidence-led approach and have been shaped by the views and priorities of communities and other stakeholders across the west of Scotland.

The SPT Regional ATS includes identification of network of regionally significant active travel routes, including in the Helensburgh and Lomond area of Argyll and Bute. The regional routes identified within Argyll and Bute include Dumbarton – Cardross – Helensburgh – HMNB Clyde – Garelochhead – Rosneath Peninsula, Helensburgh – Loch Lomond and Balloch – Luss – Tarbet/Arrochar – Crianlarich (West Loch Lomond Cyclepath)



(SPT Regional Active Travel Strategy, 2024)

## Loch Lomond and Trossachs National Park

As the planning authority for the areas within the Loch Lomond and Trossachs National Park (LLTNP), their decisions around new development will have long-term effects on future travel opportunities.

LLTNP Partnership Plan 2024-29 identifies the negative impact of motor vehicles within the national park and that to reduce the emissions caused by cars there is a need to make it easier and more attractive for people to travel to, from and around the National Park without private cars. This includes developing a strategic approach to transport, improving active travel infrastructure and making sustainable travel choices more attractive.

Key locations in Argyll and Bute that are within the LLTNP area include Ardentiny, Arrochar, Blairmore, Carrick Castle, Kilmun, Lochgoilhead, Luss, Strone and Taret.

## **Selected Local Policies**

### **Argyll and Bute Outcomes Improvement Plan**

The Outcomes Improvement Plan (OIP) developed by the Argyll and Bute Community Planning Partnership (CPP) through community engagement identifies Transport and Community Wellbeing as 2 of its 3 key objectives, the other being Housing. The OIP seeks to improve transport connections and accessibility across the area and enhancing overall health and quality of life for our residents; active travel strongly supports both of these objectives.

### **Local Development Plan 2**

A key focus of the Local Development Plan 2 (LDP2) is accessibility of development, particularly by active and public transport. LDP2 encourages active travel through policies on active travel routes and identified the need to deliver high quality places to live by creating vibrant communities, supporting economic growth, and fostering healthier, greener lifestyles.

### **Local Living**

Local living aims to ensure our residents can access most daily needs within a 20-minute walk, wheel, cycle or public transport trip, while retaining access for cars where these other modes aren't convenient or appropriate. Key challenges in rural settings include low population density and dispersed settlements, which can make it hard to support services locally. The approach focuses on identifying key service locations serving their local communities within the area and strengthening active travel and public transport links to create a network to enable easy access to these services.

### **Local Transport Strategy (under development)**

Currently under development alongside this Strategy is the new Argyll and Bute Local Transport Strategy (LTS). The LTS will provide the overarching policy for all transport modes under the remit of Argyll and Bute Council, and identify actions to enable transport to support the wider Outcomes Improvement Plan objectives of improved transport, community wellbeing and housing.

## 6. Active travel: Sustainable economy, healthier individuals and vibrant communities

Enabling, empowering and inspiring people to choose active modes like walking, wheeling and cycling for everyday journeys benefits individual physical and mental health and helps build thriving, healthy and connected communities.

### Health

This information underpins our approach of ‘active living’ combined with proactive investment in active travel to support wellbeing and reduce future demand on health and care services. Through collaboration across council departments, the NHS, communities, and the private and third sectors, we aim to address public health challenges collectively and effectively.

<p>Physical inactivity directly contributes to over 60 premature deaths in Argyll and Bute each year. (Public Health Scotland, 2024)</p>	<p>Being active every day reduces the risk of contracting type 2 diabetes, depression, coronary heart disease, Alzheimer’s disease, hip fracture, breast cancer and colon cancer. (RoSPA, 2025)</p>										
<p>206 years of life are lost annually for residents in Argyll and Bute due to ill-health, disability or early death. (Public Health Scotland, 2024)</p>	<p>Walking is the most likely way all adults can achieve the recommended levels of physical activity. (NICE Public Health Guidance)</p>										
<p>Scotland has the lowest life expectancy at birth among the four UK nations. (Office for National Statistics, 2024)</p>	<p>Scottish adults would be prepared to walk to:</p>  <table border="1"> <thead> <tr> <th>Location</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Local shop</td> <td>64%</td> </tr> <tr> <td>Public transport</td> <td>63%</td> </tr> <tr> <td>Nearest urban green space</td> <td>50%</td> </tr> <tr> <td>Their place of work</td> <td>44%</td> </tr> </tbody> </table>	Location	Percentage	Local shop	64%	Public transport	63%	Nearest urban green space	50%	Their place of work	44%
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<p>Almost a third (32%) of adults in Scotland were living with obesity in 2023, the highest level ever. (Scottish Health Survey 2023)</p>	<p>9% of women cycled at least once a week in comparison to 21% of men (Sustrans/Arup, 2020)</p>										
<p>Nearly a sixth (32%) of men and a quarter (41%) of women in Scotland didn’t get enough exercise in 2023. (Scottish Health Survey 2023)</p>											

### Economy and Environment

The Council is working to support and enable sustainable growth while reducing climate impacts across the whole area, led by the Council’s Economic Development Strategy and the Council’s Climate Strategy. Active Travel has a key role in

supporting both sustainable economic growth and climate action, with information below supporting this case.

<p>Transport is Scotland’s biggest contributor to greenhouse gas emissions. (Transport Scotland, 2024)</p>	<p>Choosing to walk, wheel or cycle one mile a week, instead of driving, will save 26 kg of carbon dioxide (CO<sup>2</sup>) a year. (RoSPA, 2025)</p>	<p>If every journey under three miles in Scotland in 2019 was made by active travel, this would save around a quarter (23-28%) of carbon emissions from cars. This excludes emergency vehicles and cars owned by people living with disabilities. (Sustrans, 2019)</p>
<p>Individuals who travel to retail actively make more visits across a month and have a higher spend per month than those who travel by private car. (The Pedestrian Pound, Living Streets, 2024)</p>	<p>Almost all public transport journeys include a walk, wheel, or cycle to or from the stop or station. Integrating active travel with public transport will improve access to bus, rail, ferry and air services.</p>	<p>Every £1 spent on walking, wheeling and cycling leads to between £4 to £6 of benefits returning to the local economy. (IPPR, 2024)</p>

## 7. Behaviour Change

Behaviour change is the use of information, promotion and education to shift attitudes and social ‘norms’ towards more utilisation of active travel and enable individuals to choose to travel actively more often. Behaviour change actions 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.

### Settlement Active Behaviour Change Plans

Argyll and Bute Council will support community groups to develop and deliver settlement active behaviour change plans for their community. Working with communities to develop an active behaviour change plan for all residents, businesses and visitors across the whole settlement. The primary objective is to include everyone in the identified settlement to feel they are more able to choose to travel actively for appropriate journeys. Delivering a behaviour change plan at a settlement level is a more realistic and inclusive approach to support maximisation of use of new infrastructure.

It is planned that our main settlements will be the priority for development of settlement behaviour change plans, but we will support all communities who demonstrate desire and opportunity to positively influence the travel choices of their residents, businesses and visitors.

The Council support community groups to develop and deliver settlement Active Behaviour Change Plans for their community.

## 8. Infrastructure

High quality infrastructure has been shown to be the single largest attractor and enabler for people to choose to travel more actively (Active Travel Strategy Guidance, Transport Scotland, 2023). While time consuming and expensive to deliver, to truly offer active travel as a viable mode of travel for all it is necessary to identify, plan, design, finance, deliver and maintain a network of suitable routes for all users.

### 8.1. Active Travel Masterplans

Argyll and Bute Council will work with partners to develop new active travel masterplans for all settlements over 3,000 and the main settlement on islands with a population of over 3,000. These will work with communities and partners to identify deliverable opportunities to improve active travel within our main settlements, with a view that these can be developed into specific delivery projects for future delivery.

The identified settlements are:

- Bowmore
- Campbeltown
- Dunoon
- Helensburgh
- Lochgilphead & Ardrishaig
- Oban
- Rothesay
- Tobermory

The Council will work with partners to develop active travel masterplans for settlements over 3,000 or where they are the main settlement on islands with a population of over 3,000.

### 8.2. 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.

#### 8.2.1. Design Standards

To make any infrastructure usable by as wide a section of society as possible it must be designed to the most appropriate design standards. To achieve this, Argyll and Bute Council will:

1. Adopt Transport Scotland's Cycle by Design guidance, including updates, as Council design policy.
2. Work with partners to develop rural specific active travel design guidance to



## 9. Prioritising Infrastructure Options

The delivery of active travel routes will need to be done in a phased way due to the level of funding available. This strategy sets the criteria below that will assist prioritisation active travel investments. 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, deliverability, and alignment with strategic goals. The criteria set out below will help support prioritisation of active travel projects across Argyll and Bute.

Topic	Key Consideration	Examples of factors to Assess
Safety Improvements	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.	<ul style="list-style-type: none"> <li>• Vehicle speeds</li> <li>• Existing footway and/or cycle provision</li> <li>• Accident data (e.g. for cyclists or pedestrians).</li> <li>• Risk assessment for vulnerable users (e.g., elderly, children).</li> </ul>
Demand and Usage Potential	Focus on areas where there is a high demand or latent demand for walking, wheeling and cycling, which may not yet be fully realised due to insufficient infrastructure.	<ul style="list-style-type: none"> <li>• Existing traffic volume and pedestrian/cyclist counts.</li> <li>• Locations with frequent short journeys of length which could be undertaken by active travel.</li> <li>• Connections to schools, employment centers or public transport stops.</li> <li>• Public demand or community surveys supporting the need for the project.</li> <li>• Missing links in the active travel network that prevent continuous and safe routes.</li> </ul>
Equity and Accessibility	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.	<ul style="list-style-type: none"> <li>• Demographic and socioeconomic data.</li> <li>• Accessibility gaps or obstacles (e.g. lack of cycle facilities, lack of safe crossings, steep gradients, presence of steps or gates)</li> <li>• Underserved areas that lack safe or direct walking/cycling routes.</li> </ul>

		<ul style="list-style-type: none"> <li>• Addressing barriers such as bridges, trunk roads or rivers.</li> <li>• Improving accessibility for young people, people with disabilities and families</li> </ul>
Health and Environmental Benefits	Projects that can significantly reduce air pollution, increase physical activity, and contribute to climate goals should be prioritised.	<ul style="list-style-type: none"> <li>• Local environmental requirements.</li> <li>• Potential impact on public health.</li> <li>• Projects near schools, parks, or other community spaces to promote active recreation.</li> <li>• Routes that provide safe routes within and between communities.</li> </ul>
Feasibility and Cost-Effectiveness	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.	<ul style="list-style-type: none"> <li>• Whole life cost (construction, maintenance, etc.)</li> <li>• Timescale for implementation.</li> <li>• Potential benefits.</li> <li>• Availability of funding (local, regional or national).</li> <li>• Part of wider projects (e.g. regeneration or new development)</li> <li>• Planning and regulatory approvals required.</li> <li>• Pilot projects to test new infrastructure or policies, allowing for evaluation before larger investments are made.</li> </ul>
Integration with Existing Networks	Prioritise projects that create seamless connections with existing active travel infrastructure, including public transport networks, existing bike lanes, and pedestrian routes.	<ul style="list-style-type: none"> <li>• Current connectivity of the active travel network.</li> <li>• Opportunities to integrate with other infrastructure projects (e.g., roadworks, public transport improvements).</li> <li>• Availability of land or space.</li> <li>• Completing gaps in the active travel network.</li> <li>• Improving connections to public transport stops.</li> <li>• Integrating active travel into new developments.</li> </ul>

<p>Community Support and Engagement</p>	<p>Projects with strong community backing are more likely to succeed and have a lasting impact. Prioritise initiatives that have broad public support.</p>	<ul style="list-style-type: none"> <li>• Need for active travel or improved connectivity / accessibility in Local Place Plans and Community Action Plans.</li> <li>• Results from public consultations, community surveys, or petitions.</li> <li>• Feedback from local businesses, schools, and community organisations.</li> <li>• Local champions or advocacy groups supporting the project.</li> <li>• Community-led initiatives.</li> <li>• Project alignment with local needs.</li> </ul>
<p>Long-Term Impact and Sustainability</p>	<p>Prioritise projects that have the potential for long-term sustainability, considering future growth, changing demographics, and evolving transport trends.</p>	<ul style="list-style-type: none"> <li>• Future population growth or demographic changes in the area.</li> <li>• Future technological trends (e.g., rise of e-bikes or shared mobility).</li> <li>• Long-term environmental or social sustainability goals.</li> <li>• Resilience of infrastructure withstand climate change impacts.</li> </ul>
<p>Quick Wins vs. Long-Term Projects</p>	<p>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.</p>	<ul style="list-style-type: none"> <li>• How quickly the project can be implemented.</li> <li>• The immediate benefits or visibility of the project.</li> <li>• Opportunities for public engagement.</li> <li>• Small-scale improvements.</li> </ul>

### **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.

## 10. Active travel delivery plan

To complement delivery of this Active Travel Strategy an accompanying Active Travel Delivery Plan (ATDP) will be prepared.

The ATDP will identify the prioritised active travel interventions and will be reviewed and refreshed at least every 10 years. This will provide stability to enable delivery on the timescales which active travel interventions take to deliver while having a mechanism to review and refresh to take account of external changes. Enabling regular refreshes will allow stakeholders to inform future prioritisation and propose further action during reviews.

The Council develop an Active Travel Delivery Plan which will identify and prioritise projects and interventions for delivery.

## **11. Funding**

Local authority funding has been under considerable pressure for over 20 years, and that pressure continues to increase. As such, Argyll and Bute Council has chosen to focus on utilising external funding to deliver active travel improvements and does not commit any internal 'council' funding to active travel. The Scottish Government currently offers a range of ring-fenced funds to support delivery of active travel, with the majority of the funding delivered via highly competitive challenge funds. Each fund has different criteria with some only open to statutory public bodies while others are only open to community groups. Recently the Scottish Government has refocussed these funds through Transport Scotland rather than the previous model of a number of third sector organisations being employed to distribute the funds.

It is intended that different funding sources will be identified and pursued for the activities which best fit the funding criteria. Work will continue to identify new funding opportunities over the lifetime of the strategy. Developing long term sustainable revenue funding sources will be particularly important.

## **12. Monitoring**

Monitoring will be undertaken to gather data and information to assess the impacts of individual projects and this strategy as a whole. Existing data and monitoring sources will be reviewed to identify relevant data already being gathered before commissioning any new data gathering. Data and analysis will be utilised to inform the development of new projects under this strategy and to shape future reviews of the strategy.

## Appendix 1: Potential Interventions

Vision	Aim	Objective	Actions
Active Living	Increase walking, wheeling and cycling participation	Increase the number of people walking, wheeling and cycling for daily trips, such as commuting, shopping, and leisure.	<ul style="list-style-type: none"> <li>○ Launch awareness campaigns.</li> <li>○ Promote benefits of walking, wheeling and cycling.</li> <li>○ Develop safe routes for walking, wheeling and cycling.</li> </ul>
	Improve infrastructure for active travel	Enhance infrastructure to make walking, wheeling and cycling more attractive, safer and convenient for all users, including people with disabilities	<ul style="list-style-type: none"> <li>○ Develop a comprehensive network of dedicated walking, wheeling and cycling paths.</li> <li>○ Improve pedestrian crossings, cycle paths/lanes, and bike parking facilities.</li> <li>○ Ensure streets are well-lit and safe, especially during evenings and nights.</li> <li>○ Improve connections to/from public transport interchanges and stops.</li> <li>○ Improve our streetscapes including footways, segregated cycleways, signage, cycle parking and storage facilities and community spaces.</li> </ul>
	Increase active travel to school	Increase the number of pupils travelling actively for all or part of their journey to/from school.	<ul style="list-style-type: none"> <li>○ Support schools to develop and deliver school travel plans to identify opportunities for modal shift to active and sustainable travel and away from private cars.</li> <li>○ Walking or cycling school buses. Usually focused on children</li> </ul>

			<p>who are too young to walk/cycle independently, an adult leads a walk / cycle to school, picking up children along the way.</p> <ul style="list-style-type: none"> <li>○ School travel trackers aligned with incentives for pupils who achieve appropriate levels of active and/or sustainable travel to school.</li> </ul>
	Achieve modal shift for existing journeys from private car to active and/or sustainable modes	Increase awareness of active and sustainable travel options for existing journeys	<ul style="list-style-type: none"> <li>○ Personalised travel plans provide individuals with details of how specific journeys could be undertake using active and/or sustainable travel. A number of online travel plan websites exist including Traveline Scotland. In-person personalised travel plans could include supporting individuals to try out the proposed active / sustainable journey.</li> </ul>
	Encourage new journeys to be undertaken using active and/or sustainable travel modes	Increase awareness of active and sustainable travel options for new journeys	<ul style="list-style-type: none"> <li>○ Trigger points: the optimum time to change travel behaviour is at significant moments in people's lives; such as moving home, starting a new job or having a child.</li> </ul>
Health	Improve health of our residents	Encourage greater physical activity to improve public health by reducing sedentary lifestyles	<ul style="list-style-type: none"> <li>○ Highlight and promote the health benefits of walking, wheeling and cycling.</li> <li>○ Incorporate active</li> </ul>

		and promoting the mental and physical health benefits of active travel.	<p>travel into public health strategies and educational campaigns.</p> <ul style="list-style-type: none"> <li>○ Work with Health and Social Care (HSCP) partners to promote social prescribing by GPs of activity to improve health.</li> <li>○ Promote walking, wheeling and cycling as alternatives to short car trips, which have high environmental and health costs.</li> </ul>
Social Inclusion	Integrate active travel with public transport	Promote the integration of active travel with public transport systems to encourage multi-modal travel.	<ul style="list-style-type: none"> <li>○ Ensure easy access to cycling facilities at public transport hubs (e.g. bike racks at bus stops and train stations, ferry terminals).</li> <li>○ Provide seamless connections between cycling routes and transit networks.</li> <li>○ Encourage public transport operators to support cycling (e.g. allowing bikes on buses, trains, ferries).</li> </ul>
	Enhance safety and accessibility	Ensure that walking, wheeling and cycling are safe, inclusive, and accessible for all members of the community, including children, adults, and people with disabilities.	<ul style="list-style-type: none"> <li>○ Implement traffic calming measures to slow down cars in residential areas.</li> <li>○ Design bike lanes that are physically separated from motor vehicles.</li> <li>○ Ensure accessibility features such as ramps, safe crossings, and appropriate signage.</li> </ul>

	Support equity and social inclusion	Ensure that active travel options are accessible to people of all socio-economic backgrounds.	<ul style="list-style-type: none"> <li>○ Ensure that active travel infrastructure is designed to meet the needs of diverse populations, including elderly and disabled individuals.</li> <li>○ Prioritise safe walking, wheeling and cycling routes in underserved areas.</li> </ul>
Environment	Reduce carbon emissions and improve air quality	Decrease reliance on cars and reduce overall traffic emissions, contributing to better air quality and meeting climate goals.	<ul style="list-style-type: none"> <li>○ Support policies that discourage short car trips and promote walking, wheeling and cycling as viable alternatives.</li> <li>○ Promote electric bicycles (e-bikes) and other low-carbon modes of transport.</li> </ul>
	Reduce climate impact of workplace commuting	Workplace commutes are one of the major generators of car km and therefore climate emissions	<ul style="list-style-type: none"> <li>○ Workplaces with no car parking had significantly higher levels of commuting by active and/or sustainable travel.</li> <li>○ Support development planning policies which set maximum car parking levels or even zero car parking in appropriate locations with good public transport and/or active travel links for employees.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>○ Workplace competitions and travel plans can encourage individuals to attempt new active travel journeys, with inter-workplace competitions seeing significant increases in walking/cycling amongst participants.</li> </ul>

			<ul style="list-style-type: none"> <li>○ Appropriately targeted financial incentives as low as £2 per day were found to be sufficiently attractive to encourage modal shift.</li> </ul>
Community Engagement	Foster community engagement and support	Engage with local communities to understand their needs and encourage active travel behaviours.	<ul style="list-style-type: none"> <li>○ Conduct surveys and public consultations to understand barriers to active travel.</li> <li>○ Partner with local organisations to support walking, wheeling and cycling initiatives.</li> <li>○ Involve schools, workplaces, and other local groups in promoting active travel.</li> <li>○ Involve communities in the identification and development of active travel projects.</li> <li>○ Encourage and maintain effective communication with our residents, promote active travel and healthy lifestyles and wider participation across all sectors.</li> </ul>
	Training	Provide training and experience to encourage and enable individuals to choose to travel more actively.	<ul style="list-style-type: none"> <li>○ Events and adult cycle training encourage some new cyclists, while children's cycle training does not overcome some parent's fears of their children cycling on their own.</li> </ul>
Economy	Encourage local economic development	Leverage active travel to support local economies by promoting footfall and cycling traffic in urban and rural scenic areas.	<ul style="list-style-type: none"> <li>○ Promote cycling tourism and bike-sharing programs.</li> <li>○ Encourage businesses to adopt active travel-friendly policies, such as bike racks or</li> </ul>

			showers for employees.
Continuous Improvement	Monitor, evaluate, and improve the strategy	Continuously assess and adapt the active travel strategy to ensure that it meets its goals and evolves with changing needs.	<ul style="list-style-type: none"> <li>○ Set up regular monitoring systems to track progress, such as surveys, traffic counts, and health outcomes.</li> <li>○ Use data to adjust policies and improve infrastructure.</li> </ul>

## Appendix 2: Example Infrastructure Types

There are a number of types of infrastructure that can be provided to improve walking, wheeling and cycling opportunities, key examples are provided in the table below. Further information is available in Cycle by Design (Transport Scotland), Design Manual for Roads and Bridges (Department for Transport) and Designing Streets (Transport Scotland).

Infrastructure Type	Specific Examples
Dedicated walking, wheeling and cycling paths	Pedestrian Footways/Paths: 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.
	Cycleways: Specific lanes for cyclists separated from both motor vehicles and pedestrians that ensure cyclists have a safe, designated space. Cycleways can be on-street (using kerbs, bollards or other barriers to separate them from traffic and pedestrians) or off-road (dedicated bike trails or paths).
	Greenways: Scenic, car-free routes, often through, for example countryside or along canals, that prioritise pedestrians and cyclists. These routes can provide a more pleasant and environmentally friendly option for active travel.
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.
Traffic Calming Measures	Physical measures: measures to reduce speed of vehicle traffic often used in residential or urban areas, making streets safer for pedestrians and cyclists. Measures can include speed humps/cushions which are raised sections of the road and chicanes which are curved road sections.
	Narrowing Lanes or Streets: Design measures that reduce the width of road lanes or the number of lanes, encouraging vehicle

	drivers to slow down and creating more space for pedestrians and cyclists.
	Pedestrian-Only Zones: Car-free zones or low-traffic streets, typically in main town centres where pedestrians and/or cyclists can travel freely without the risk of vehicle conflict.
Signage	Pedestrian Signage: Directional signs for pedestrians, including safe routes to nearby attractions, transport hubs, or local amenities.
	Cycle Route Signs: Clear, visible signs marking dedicated cycling routes, including distances and directions, to guide cyclists to their destinations.
	Interactive Maps and Apps: Digital tools and wayfinding systems that help pedestrians and cyclists navigate urban town areas or rural scenic routes.
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.
Public Transport Integration	Improved routes to public transport stops/stations will enable and encourage individuals to consider using public transport where it is available and appropriate for their journey. This is particularly relevant for those with mobility impairments and/or aids including wheelchairs and children's prams / buggies.
	Bikes on buses: working with bus operators to develop space on buses for carriage of bicycles to enable travellers to combine travelling by bus for longer journeys with cycling at start and end of their journey for the first / last 'mile'.
	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.
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

	<p>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</p> <p>Residential Cycle Lockers: Secure, individual lockers where cyclists can store their bikes out of sight, offering higher security for expensive bikes</p>
Cycle Share Programs and Infrastructure	<p>Cycle Share Stations: Locations where users can rent or return cycles for short-term use, typically integrated with public transport hubs</p> <p>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</p> <p>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</p>
Supporting Infrastructure for Active Commuters	<p>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</p> <p>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</p>
Urban Green Infrastructure	<p>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</p> <p>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</p>
Public Engagement Infrastructure	<p>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)</p>