

The Moray Council Active Travel Strategy, 2016-2021

Objectives

1. Increase the number of active travel journeys made within Moray
2. Increase the modal share of both walking and cycling journeys to work and school
3. Contribute to a reduction in the number of motorised journeys made within Moray
4. Create and maintain a comprehensive network of safe and user friendly infrastructure for active travel that meets people's needs.
5. Implement a programme of activities designed to encourage more people to travel actively more often
6. Raise awareness of the active travel network and the benefits of travelling actively.

Background

The active travel strategy sets out how Moray Council will encourage more non-motorised travel within Moray through a series of programmes of direct measures and behaviour change programmes. Delivery will be through the Council's own programme of promoting sustainable and active travel and cross departmental work with other areas of the council in addition to the ongoing partnership approach with external funders, the community and other interested parties. Active travel includes all forms of non-motorised travel i.e. travel that encourages physical activity and so is beneficial to both health and the environment.

The Moray Council Active Travel Strategy will sit within the national framework of supporting documents including:

- The Cycling Action Plan for Scotland (CAPS) was published in 2010 with the most recent refresh in 2013. The CAPS vision states that:

“by 2020, 10% of all journeys in Scotland will be by bike.”

A core focus is on functional cycling – everyday cycling which includes travel to work and school. CAPS require local authorities to produce a regional active travel strategy.

- The National Walking Strategy “Let’s Get Scotland Walking” (2014) presents a vision of a Scotland where:

“everyone benefits from walking as part of their everyday journeys and enjoys walking in the outdoors, and where places are well designed to encourage walking.”

- A Long Term Vision for Active Travel in Scotland to 2030 (Transport Scotland 2014). The vision describes a Scotland where:

“many more people are walking and cycling for every day, shorter journeys, usually up to 2 miles for walking and up to 5 miles for cycling, and where active travel is the ‘norm’.”

- National Transport Strategy for Scotland (2006): The NTS focus on improving journey times and connections, reducing emissions and improving quality, accessibility and affordability remains as valid as ever. The vision was for:

“An accessible Scotland with safe, integrated and reliable transport that supports economic growth, provides opportunities for all and is easy to use; a transport system that meets everyone’s needs, respects our environment and contributes to health; services recognised internationally for quality, technology and innovation, and for effective and well-maintained networks; a culture where transport providers and planners respond to the changing needs of businesses, communities and users, and where one ticket will get you anywhere.”

And:

- Transport (Scotland) Act 2005,
- Climate Change (Scotland) Act 2009
- Active Travel Strategy Guidance (2014)
- National Planning Framework 3 (2014)
- Scottish Planning Policy (2014)
- Let's Make Scotland More Active (2003, reviewed 2008)
- Preventing Overweight and Obesity in Scotland : A Route Map Towards Healthy Weight (2010)
- Low Carbon Scotland RPP2 (2013)
- Equality Act (2010)

Regional Strategies and Policies:

- Regional Transport Strategy (2008)
- HITRANS Regional Active Travel Strategy (Draft 2016)
- Delivery Plan (2008)
- Transport Integration Forum Report (2014)
- Moray Local Transport Strategy (2011)
- Moray 2023 A Plan for the Future (2014)
- Moray Local Development Plan (2015)
- The Emerging Elgin Transport Strategy (2016)

Active travel encourages more physical activity and provides equitable travel choices to everyone. Provision of accessible routes allows those with mobility issues to access services and destinations whilst providing a cohesive network of routes offers everyone a chance to travel whether they have access to a car or not. Figures for Moray show that 17.7% of households do not have access to a private car (Scottish Households Survey 2014: Local Area Analysis (Table 4) –Transport Scotland) and for many people public transport is either too expensive or does not meet their needs, especially in the rural area. Promoting active travel provides better travel choices for all and so promotes social inclusion by giving people a fairer choice of travel options. Learning to choose an active travel option for journeys is especially important for young people as they form good travel patterns for later in life. Data from both the census (2011) and the Scottish Household Survey show that many journeys within the urban areas of Moray are less than 5km in length and are therefore ideal for walking or cycling.

The National Walking Strategy highlights that physical inactivity results in around 2,500 premature deaths in Scotland each year, costing the NHS around £91million annually. The benefits of being more active include improved mental and physical health, a more productive workforce, community cohesion, and contribution to Scotland's low carbon targets, financial savings to the public purse and individuals, and local economic benefits from increased footfall. (<http://www.paha.org.uk/Resource/national-walking-strategy-action-plan>)

Cycle tourism has been shown to bring many economic benefits. 'The Value of Cycle Tourism, Opportunities for the Scottish Economy' (Transform Scotland, June 2013) reported that the total value of cycle tourism in Scotland is estimated to be between £241 million and £362 million per year, with a cumulative annual contribution to Gross Value Added (GVA) of £129m. Moray is well placed to benefit from both cycling and walking tourism and with the further development of the active travel network could increase its share of this income.

'The Pedestrian Pound: The business case for better streets and places' (Living Streets) found that:

- Investing in better streets and spaces for walking can provide a competitive return compared to other transport projects; walking and cycling projects can increase retail sales by 30%.
- Active travel also complements efforts to revive high streets and create liveable communities. As well as being relatively cheap forms of transport, walking and cycling infrastructure requires less comparative government investment. In spite of this, walking has generally been treated as the 'poor relation' of infrastructure spending and is often an afterthought in urban planning.
- A factor that influences the high cost benefit returns for walking investments is that the sums required are usually comparatively small and the consumer surplus – the savings generated from switching from cars or public transport – are substantial.

Active Travel in Moray

Moray has a developing network of active travel routes that provide good connectivity in parts of the district, particularly in some urban areas, however the infrastructure needs further development if Moray is to have a comprehensive network that offers real travel choices to everyone. Infrastructure alone is insufficient to bring about the change that is required if Moray is going to meet the national targets for the number of journeys made by active travel, therefore the strategy also sets out a requirement for the council to continue to offer a series of behaviour change programmes to encourage more use of the existing and future network. According to the 2011 census data 64.6% of all journeys within Moray are 5km or less which is an ideal length for making as active travel journeys. Additionally the census data states that 17.7% of households do not have access to a car (for private use) whilst 55% of all households have access to one or more bicycles (for private use) showing that many people could use bicycles for these short journeys below 5km.

Journey to Work: Walking

Whilst there is no annual monitoring of walking journeys published in the way that the annual cycling monitoring data is, the census data does give an indication of the number of journeys to work made by walking for various localities within Moray. These figures are reproduced in table 1 below.

Locality	% Walk
Aberlour	24.4
Keith	21.4
Findhorn	20.4
Elgin	19.5
Dufftown	18.1
Cullen	16.4
Buckie	16.3
Rothies	15.3
Forres	15.2
Lossiemouth	15.0
Mosstodloch	11.0
Kinloss	7.9
Portgordon	7.2
Duffus	7.0
Garmouth	6.3
Hopeman	5.9
Findochty	5.3
Lhanbryde	3.8

Table 1: Percentage of people walking to work in Moray

All data taken from the 2011 Census, table QS701C – Method of travel to work. All people aged 16-74 in employment the week before the census (excluding full time students)

Journey to Work: Cycling

Data from the 2011 census showed that Moray is placed within the top 5 authorities in Scotland for the proportion of people who cycle to work regularly whilst the highest ward in Moray is Forres with 5.79%. Whilst the Scottish Household Survey 2014 showed that 3.3% of adults cycled to work usually and 8.7% regularly, giving a total of 12% of adults regularly cycling to work. These results compare well to those across the Highlands region and are significantly higher than the average across Scotland as shown in table 2. However they are a long way off the Scottish Government aspirational figure of 10% of all journeys to be made by bicycle by 2020 and significant work will need to be undertaken if the figures are going to increase to meet those targets.

Local Authority / Region	Cycle to work usually		Cycle to work regularly	
	2012-13	2013-14	2012-13	2013-14
Moray	3.5%	3.3%	6.8%	8.7%
Highlands & Islands	3.4%	3.5%	4.0%	7.6%
Scotland	1.2%	2.5%	3.25%	3.6%

Table 2: Cycle to work data from the Scottish Household Survey 2014 as published in the Annual Cycling Monitoring Report 2016

Mode Choice by Local Authority

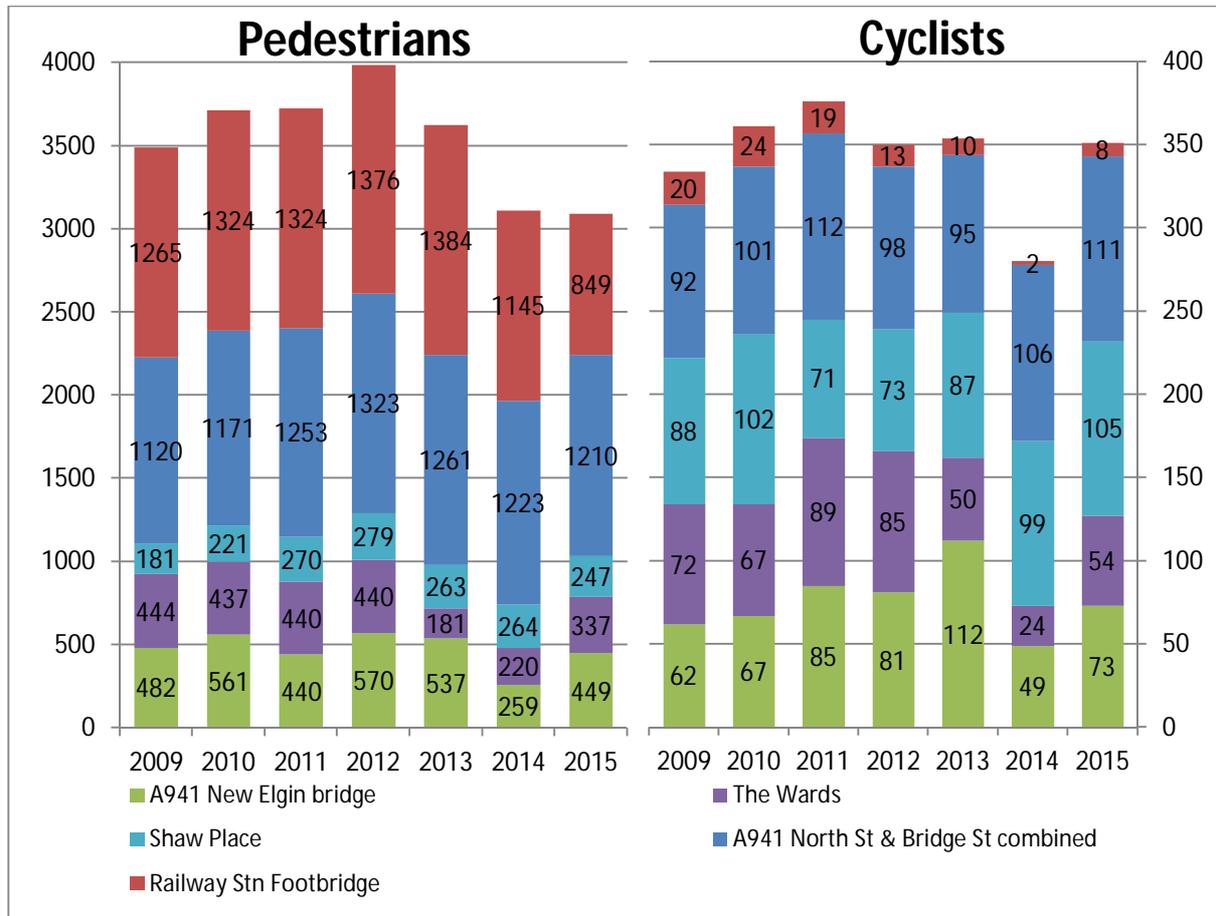
The table below shows mode share by Local Authority, compared with the overall figures for HITRANS and Scotland. This shows that Moray has a similar percentage of people walking or cycling to work as across the Highland region which could be seen as a reasonable comparison area due to similar geography, climate and population distribution, and significantly higher than the Scottish average. It would be reasonable to conclude that this is due to many people living in or close to the settlement where they work and fits with the data from the 2011 census which stated that '64.6% of all journeys within Moray are 5km or less', i.e. journeys that are ideal for active travel.

Local Authority / Region	Walk to work	Cycle to work
Argyll and Bute	1.0%	28.6%
Eilean Siar	1.2%	18.3%
Highland	6.1%	29.3%
Moray	5.5%	29.9%
Orkney	3.5%	15.5%
HITRANS	4.8%	15.0%
SCOTLAND	2.6%	12.9%

Table 3: Travel behaviour statistics, modal choice from Scottish Household Survey data 2014 (As published in HITRANS Draft Regional Active Travel Strategy 2016)

Moray Data

As part of the ongoing monitoring of walking and cycling in Moray the council has a number of locations where permanent counters are installed providing daily information on the number of pedestrians and cyclists using the route. Additionally some locations are subject to regular temporary counts that were initiated as part of the Urban Freedom European Regional Development Fund (ERDF) project.



2012 - Change of locations at The Wards and A941 (north) surveys has missed a number of pedestrians. Also change in method of survey to automatic at Shaw Place has seen a reduction as side by side pedestrians & cyclists counted as only one.

Chart showing data from pedestrian and cyclist counts within Elgin 2009-2015 daily average over a 5 day Mon-Fri period.

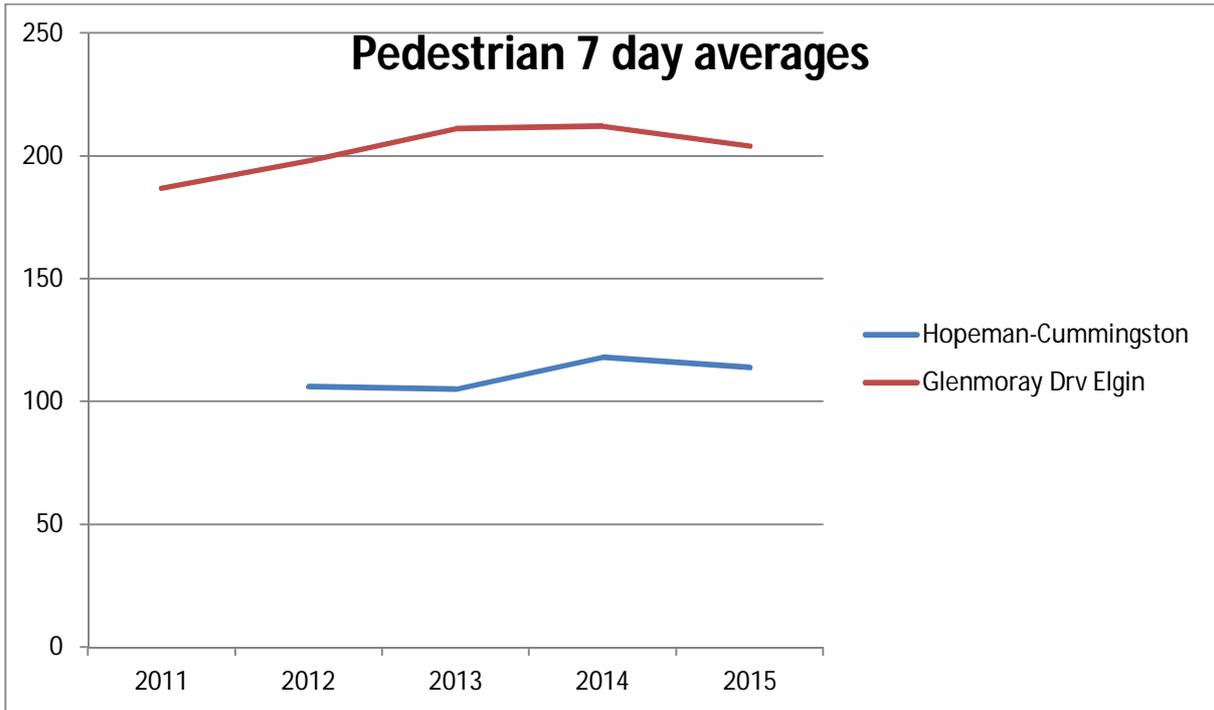
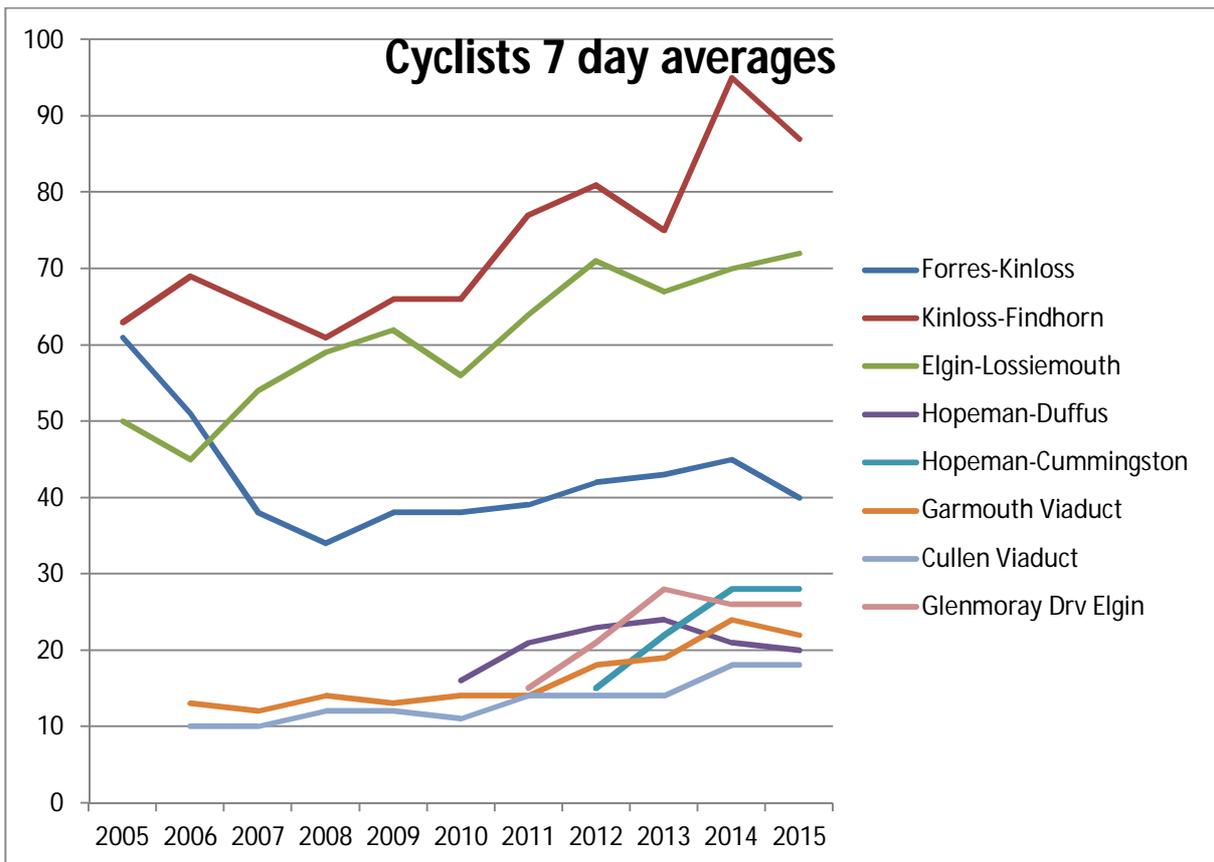


Chart showing data from the automatic pedestrian counters in Moray 2011-2015



Kinloss to Forres reduction following the change from RAF Kinloss to Kinloss Army Barracks

Chart showing data from the automatic cycle counters in Moray 2005-2015

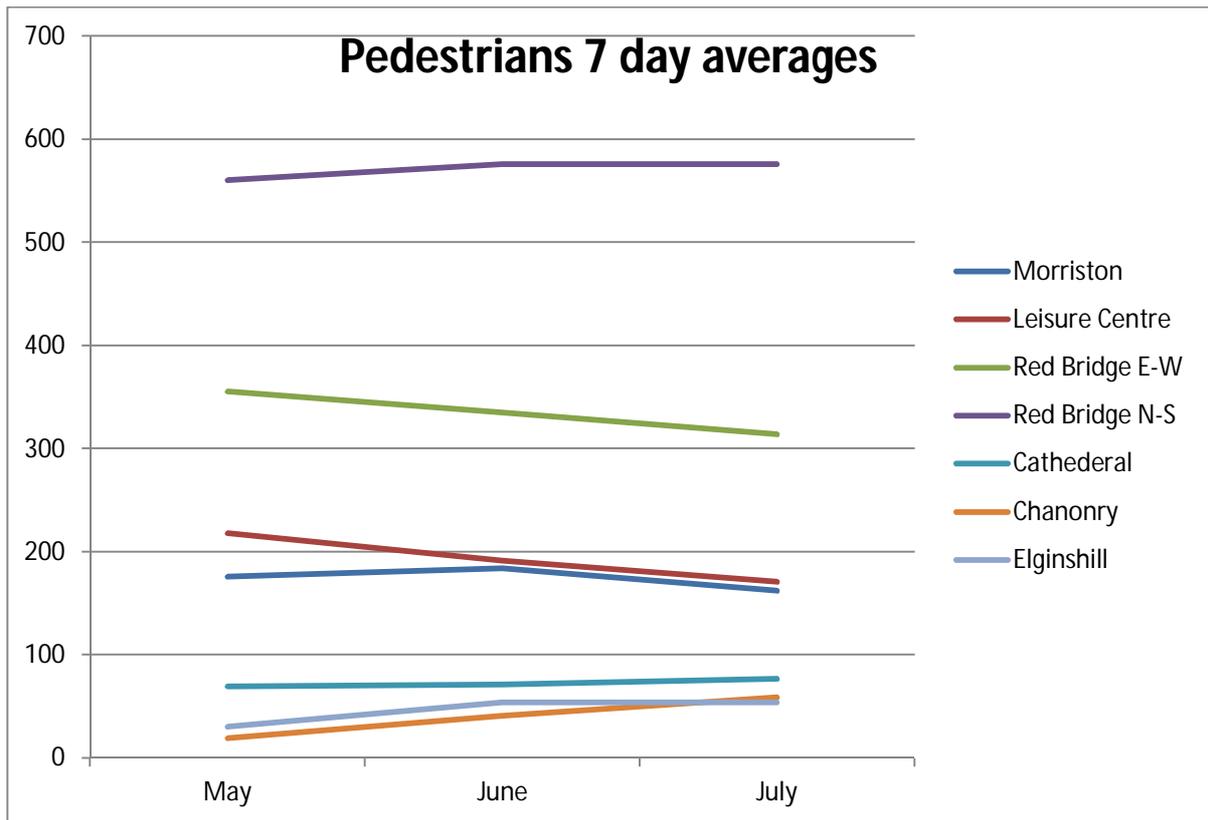


Chart showing data from the automatic pedestrian and cycle counters along the River Lossie cycle route, 2016

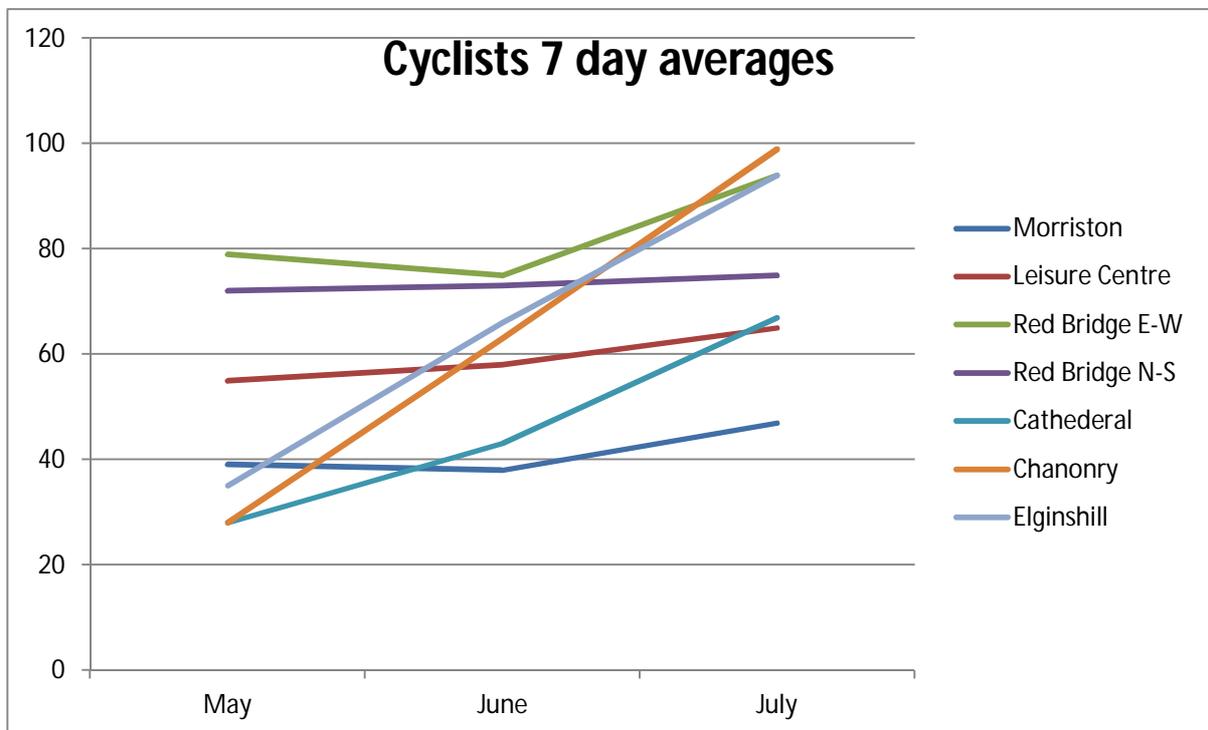


Chart showing data from the automatic pedestrian and cycle counters along the River Lossie cycle route, 2016

Travel to School

The Annual Cycling Monitoring Report 2016 also reports the number of children cycling to school in Moray; this data is shown in table 4 below. The data is taken from the 2014 Hands Up Scotland Survey (HUSS) which is part of the National Statistics collected by the Scottish Government. However the survey is carried out on one day only each September and can be subject to local variations e.g. weather or other activities taking place in school. HUSS results are given in Table 5.

	Percentage of children cycling to school		
	all primary	P5-P7	all secondary
2009-11 average	6.7	9.7	4.0
2012-14 average	6.7	9.4	2.5
2014	7.0	8.4	2.3

Table 4: The number of children cycling to school in Moray according to HUSS 2014, as reported in the Annual Cycling Monitoring Report 2016.

HUSS results	Walk	Cycle	Scooter / Skate	Park & Stride	Driven	Bus	Taxi	Other
2008	46.8%	6.2%	0.6%	6.1%	18.0%	20.0%	1.8%	0.5%
2009	48.5%	5.9%	0.7%	6.0%	18.3%	18.0%	2.3%	0.3%
2010	45.6%	5.1%	0.6%	6.2%	18.9%	21.4%	2.1%	0.1%
2011	45.9%	5.6%	0.6%	6.9%	17.0%	21.7%	1.9%	0.5%
2012	42.7%	5.0%	1.1%	5.9%	19.6%	23.1%	2.2%	0.4%
2013	44.8%	4.5%	2.3%	5.6%	19.7%	21.1%	1.9%	0.1%
2014	44.0%	5.0%	1.7%	5.4%	22.1%	19.9%	1.7%	0.1%
2015	42.9%	4.9%	2.5%	6.2%	21.3%	20.2%	1.9%	0.2%

Table 5: Travel to school results from HUSS 2008-2015

Since April 2015 Moray Council Sustainable Travel Officer has been working with primary schools to install the Living Streets Travel Tracker through funding from the Scottish Governments Smarter Choices Smarter Places (SCSP) programme. Travel Tracker is an interactive tool for recording how primary children travel to school on a daily basis. It offers an incentive programme for pupils to travel actively as well as related classroom resources and integrates the recorded data into Curriculum of Excellence activities. Travel Tracker not only provides data on how the children travel on a daily basis rather than the once a year snapshot of HUSS, but allows better comparison with other local authority areas too. Data from Travel Tracker is also useful when schools produce a travel plan as it is a ready source of data on how the children travel to school as required by the school travel plan. The data from the Travel Tracker programme up to July 2016 is shown in below.

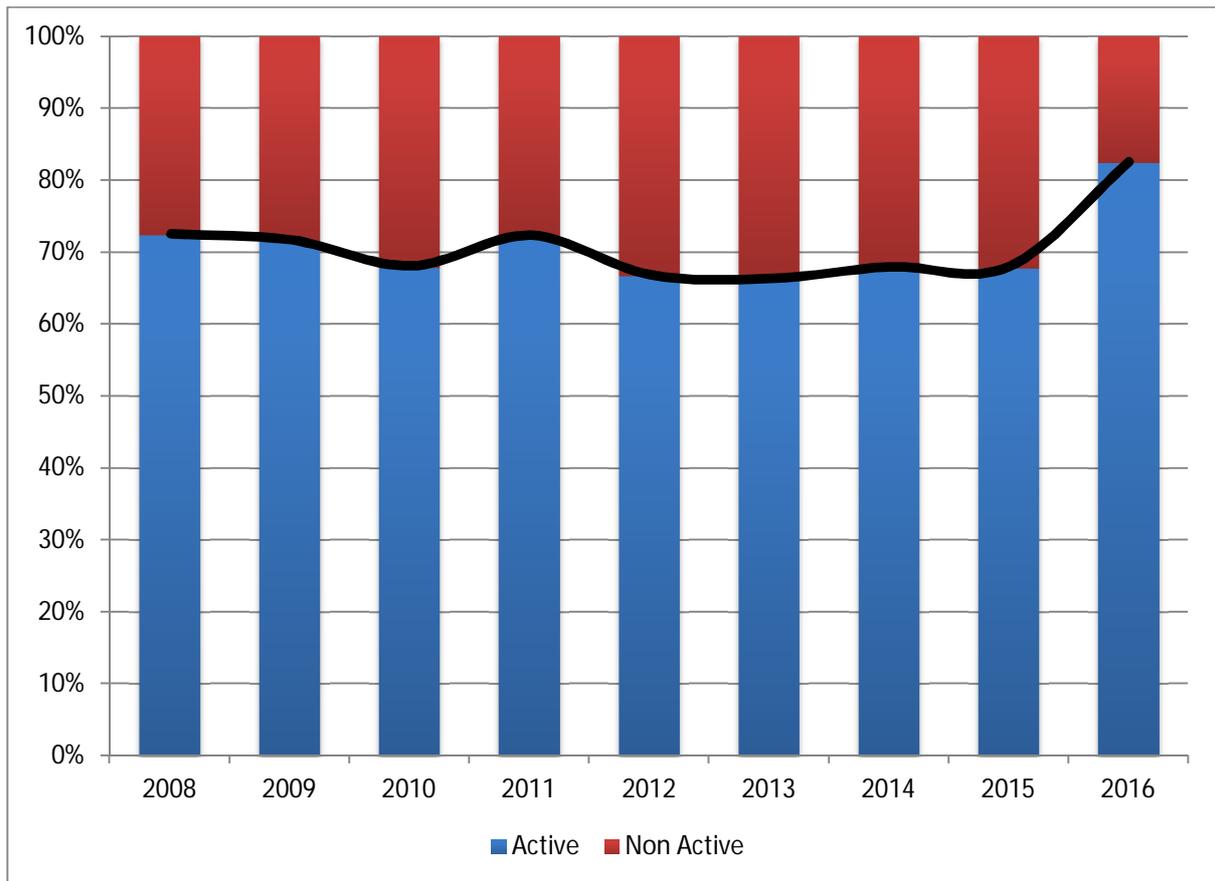


Chart showing comparison of active travel journeys to school between 2008 and 2016 with the 2016 Travel Tracker schools.

As of September 2016 16 primary schools are actively recording journeys through the Travel Tracker programme with another 4 signed up but not yet recording. Moray Council is working with the schools to encourage more to take part. This would be especially valuable for some of the urban schools that report issues with traffic at the start and end of the school day as it would help reduce the number of vehicles around the school by encouraging more active travel journeys.

Moray Council is also working with Living Streets to look at ways of promoting active travel within the secondary schools as children who are transitioning from a Travel Tracker primary school are currently moving in to secondary schools with no similar programme and may lose the habit of travelling actively. The figures in table 4 for children cycling to school shows a significant drop for secondary school pupils in comparison to primary school pupils.

Behaviour Change

SCSP

Moray Council has received funding through the Scottish Governments Smarter Choices Smarter Places (SCSP) behaviour change programme in both 2014-15 and 2015-16. SCSP funding is specifically for projects that ‘support behaviour change initiatives to increase active and sustainable travel modes.’

The 2016-17 programmes builds upon the earlier work by offering a Moray wide programme of activities that provides opportunities for active travel for all. The programme offers a variety of schemes to target different population groups and a mixture of supported and self-led activities and educational programmes. The 2015-16 SCSP programme received national acclaim for some innovative elements especially the work with Moray primary schools and the introduction of buses that can carry bikes. Transport Scotland has indicated that integration of active travel and public transport is an area they want to develop over the next few years. Continuing to work with the operators to provide a service to carry bikes on buses maybe a solution for integrating active travel in rural areas such as Moray. The Council will continue to promote a move to more active travel through the opportunities that arise from SCSP.

Projects that fit this behaviour change model include public engagement events, social rides & walks, network promotion and branding, cycle maintenance classes, try out events, promotional leaflets, maps, signs and associated information including digital media, schemes to promote integration of transport modes, workplace challenges, personalised travel planning, school workshops and roadshows, participation in national campaigns e.g. Give Me Cycle Space, Walk once a Week, etc.

Continue to encourage behaviour change through information, opportunity, support and encouragement

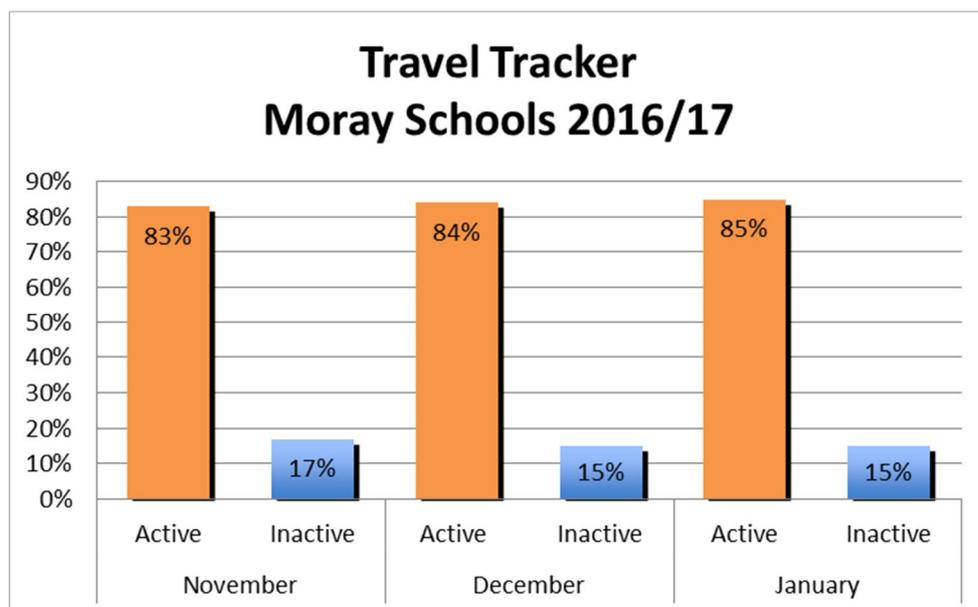
ACTION

Case Study: Moray Council Travel Tracker programme

The Travel Tracker programme is a software based behaviour change programme supplied by Living Streets that is designed to encourage more primary school children to travel to and from school actively. Each child making a set number of active journeys per month receives that month’s badge. As badges are collected they can be activated through the Walk to School app which is proving very popular with the children. Travel Tracker is an online interactive software programme that uses the classroom whiteboard and comes with a series of resources to support each month’s theme. Badges are designed by the children through an annual national competition and are made from recycled yoghurt pots in the UK. Each school decides how many journeys the children need to make each month to qualify for a badge, so it can be set to reflect local conditions. Children who have to be driven to school can also take part by opting for Park & Stride whereby parents park some distance from school (usually at a designated place) and finish the journey on foot. This reduces the traffic around the school gate and encourages the children (and parents) to be more active.

The Moray Council received funding from the Scottish Government's Smarter Choices Smarter Places (SCSP) programme in 2015 to introduce Travel Tracker to their primary schools, resulting in 40% of primary schools becoming Travel Tracker schools by March 2016. The 2016/17 SCSP programme has provided additional funding to encourage more schools to participate, with an aim to include all the primary schools eventually. Living Streets supports the local authorities with a broad range of activities to encourage further participation. The proposed programme for 2017/18 (subject to a successful SCSP funding bid) will see the development of a pilot project for children transitioning to the secondary schools so as to encourage pupils to continue to travel actively when moving from primary to secondary school.

Being a Travel Tracker school allows them to participate in regional and national competitions as well as local ones run by Moray Council. From a starting point in 2015 of having no school participating, Moray has now received national recognition for their programme. In the May 2016 Scottish wide Walk of Fame (a 3 week competition to record the most active travel journeys on Travel Tracker) Moray had between 4 and 7 schools in the top 10 every day (bar two days when the schools were closed) and took the number one spot 9 times. The Travel Tracker programme has been very well received by children, parents and staff and schools have found the programme supports many other areas of the curriculum in addition to encouraging the children to be more active. At the same time it has proved a very useful tool for gathering data about how children travel to school on a daily basis: data that can be used to help determine solutions to traffic issues around primary schools and builds on the information collected through the annual Hands Up Survey. Comparison of the data from before and after the travel tracker programme was launched show that from a baseline of around 50% of pupils travelling by active modes those schools participating in the Travel Tracker programme are now recording 85% of journeys being made actively whilst the numbers in none travel tracker schools remains around 50%.



School Travel Planning

A Travel Plan is a document put together by a school or a group of schools which sets out a package of short, medium and long term measures to encourage more children, young people and staff to choose alternatives to the car when making the journey to school.

It signifies an all-round commitment to develop safer routes to school. Moray Council offers advice and encourages all schools to develop their own School Travel Plan.

Continue to develop school travel plans and engage with schools so as to encourage an increase in the number of journeys to school made by active travel modes
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ACTION

Workplace Travel Planning

Beyond school travel planning larger employers should also develop travel plans to help manage traffic in and around their site. As one of the larger employers in Moray, the Council should lead by example in this area.

Moray Council HQ Campus Travel Plan was created in June 2011 as part of the Annex project with a commitment for review every 2 years, which doesn't seem to have been fulfilled. With the plan based on some data from 2007 much of the plan is in need of review.

Renew the council workplace travel plan

ACTION

Encourage other businesses to develop travel plans
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ACTION

Workplace travel planning should consider not just travel to and from work, but travel within work. The Council has a range of pool vehicles available for staff to use on council vehicles and has recently introduced a range of Pool Bikes within Elgin to enable staff to travel shorter distances that nonetheless are considered too far to walk without using a car.

Continue to develop and expand the provision of pool bikes to council staff

ACTION

Cycle Training

Moray Council offers support to all primary schools to deliver the Bikeability cycle training programme as offered by Cycling Scotland. Training children to cycle safely provides them with a means to travel independently and encourages parents to allow children to travel by cycle. Bikeability offers training for primary children through the Bikeability 1 & 2 programmes with a level 3 for secondary schools and a newly introduced level 0 for nurseries. Level 1 takes place in the school playground whilst level 2 includes on road training. In the 2015-16 academic year only 2 primary schools offered level 1 training and 20 schools offered level 2. No schools offered level 3. This compares to 2014-15 when 5 schools offered level 1 and 28 schools offered level 2. (See table 6) In September 2016 20 nurseries and pre-school centres signed up to deliver bikeability 0, with Cycling Scotland providing training to nursery instructors in the delivery of the programme. Bikeability 0 introduces children to learning to ride a bicycle and should mean that as children progress through the school system their cycle skills will increase as they complete each level of Bikeability training. Bikeability currently depends upon schools finding volunteers (usually from parents) to support the training, although some schools do offer Bikeability as part of the curriculum whilst others use the Active Schools team to support the programme. By providing a more consistent approach to delivery and looking at ways of utilising support that is available from Cycling Scotland it is hoped that in future more schools will be able to offer Bikeability training.

		2014-15	2015-16
Number of schools offering	Bikeability 1	2	5
	Bikeability 2	20	28
	Bikeability 3	0	0
Number of pupils receiving	Bikeability 1	68	112
	Bikeability 2	467	697

Table 6: Levels of Bikeability training in Moray Schools

Continue to develop and expand the bikeability programme within schools

ACTION

Moray Council does not currently offer any cycle training for adults, however it is something that should be considered in future by making use of external funding available and particularly now that the council offers pool bicycles for staff to use. There would be benefits in offering a programme of cycle training for adults out with the council staff too, and consideration should be given to working with an external delivery agent to secure this.

Develop an adult cycle training programme

ACTION

Active Travel Hubs

The proposal for an Active Travel Hub (ATH) in Elgin arose from the Charrette held in 2015. Funding is being made available through the European Regional Development Fund (ERDF) for provision of ATHs when the next round of applications opens in December 2016. Moray Council currently have funding for a feasibility study to consider the options for an ATH in Elgin and it is anticipated that a bid will be made not just for an Elgin hub but for a network of hubs across Moray. Outside of Elgin these might be smaller scale community run hubs to provide facilities for visitors and residents throughout Moray. These hubs would provide a valuable service to both residents of Moray as well as visitors, and serve to attract more people to travel actively.

It is anticipated that the Elgin hub would offer the following services:

- active travel information to promote use of the surrounding network as well as more general publicity materials e.g. active travel maps and route guides, information on cycle and walking tourism in Moray,
- cycle facilities for minor repairs
- secure cycle parking
- a try out track and facility for people to try a variety of different cycle machines
- a hire bike scheme
- children's bicycle library
- cycle maintenance classes
- guided rides and walks on surrounding network
- a refreshment point
- public transport information
- supporting activities for the Moray Council active travel roadshow programme

The development of an ATH in Elgin will support the ongoing work by Moray council to promote active travel in Moray and result in a modal shift away from motorised to active travel. By encouraging more people to switch to active travel journeys the project will meet the aims of the ERDF programme by reducing the number of motorised journeys undertaken and associated emissions thus increasing the modal share for sustainable and active travel journeys. By promoting non-motorised journeys in Moray the hub will contribute towards improving social inclusion and offer opportunities for everyone to travel safely and conveniently whether they have access to a car or not

Develop a network of Active Travel Hubs

ACTION

Infrastructure

Existing Network and Usage

The existing network focuses mainly on urban areas with a few longer distance routes connecting or passing close to some rural settlements. Some of the urban areas have a reasonable network of active travel routes however there are many gaps that need to be connected to provide the continuous routes that are necessary to increase the number of users.

Within Moray there are 3 long distance routes that provide facilities for residents as well as attracting visitors to the area. A section of National Cycle Network route 1 “The North Sea Cycle Route” runs along the coastal areas with some distinctive off road sections but otherwise mostly on road. The Speyside Way and Dava Way run north - south and form two of Scotland’s notable long distance walking trails though both are used by cyclists too. All of these routes provide an opportunity for people to travel actively though the Speyside and Dava Ways are mainly used for leisure. The shorter Isla Way is also a valuable active travel route linking the towns of Dufftown and Keith.

In the urban areas there is a network of local routes connecting residential areas and local facilities however there are several gaps in the network resulting in a lack of continuous high quality routes that would encourage more people to use them. One example is in Elgin where the new developments to the south of the town show good permeability for walking and cycling within the New Elgin area but there is no dedicated facility for cyclists to access the town centre, mainly due to the obstacles caused by the railway line and the surrounding road layout. The high volume of traffic using these roads also deters new users from active travel journeys. There is a similar story to the north of the town where the A96 is perceived to be an obstacle to crossing from the town centre to the residential areas to the north.

It will be necessary to develop a programme of auditing the existing network so as to have accurate records of the location and condition of the infrastructure. A programme of remedial works can then be developed to preserve the investment in the network and to identify where additional infrastructure is needed. A programme of small works can be created to produce ‘quick wins’ for both walking and cycling that would encourage use of the network. The existing programme of provision of dropped kerbs through a dedicated annual budget is an example of the type of work that can be done relatively quickly and easily but have a significant effect on the usability of a path.

Identify and develop a programme to fill in gaps in the existing network and develop and aspirational network

ACTION

Core Paths

The extensive network of core paths also provides a valuable source of routes for active travel though condition and usability varies considerably. Whilst some core paths are remote from the road network offering routes through countryside and forest, others form part of the road network running along footways giving access to urban areas too. However the lack of information telling people that these are core paths that can be used by all users not just walkers means that many people are unaware of these routes and they are probably underused as a result. Further work is needed to promote the existence of the core path network and to improve signage and publicity so as to make better use of them. Unlike the cycle routes Moray Council does have mapping which shows the location of all of the core paths, which will provide a starting point for raising awareness of their existence. The core path network provides a valuable starting point for upgrading routes in future and in particular where new developments are taking place around the fringes of existing settlements and should be preserved and upgraded as appropriate to ensure access to these locations is maintained.

Improve mapping of and signage on existing routes

ACTION

Aspirational Network

The aspirational network focuses primarily on securing missing links on the existing network as well as extending it to reach more settlements. It should focus on linking residential areas to key destinations e.g. workplaces, educational establishments, transport interchanges, commerce and recreational facilities. However it also includes aspirations to develop additional long distance routes that would provide both leisure and commuting facilities especially in rural areas which are often overlooked.

The development of the aspirational network should include community engagement with the public to determine where new routes are needed and be subject to a community engagement process to ensure their support for the new routes. A series of maps should also be developed showing the existing network as well as aspirational routes so that this information is available to inform decisions that are being taken elsewhere within the council that could impact on the existing and proposed active travel corridors. In order to determine where routes are needed an online submission should be provided for the public to offer suggestions, this could be combined with the facility for reporting issues with the existing network, and should be widely promoted e.g. on council literature (not just active travel publicity) websites etc. The existing Urban Freedom website would be an ideal platform for this especially as the brand is already used widely across Moray.

Some routes have already been proposed for future development and these are listed below:

- Speyside Way: upgrade through the National Framework 3 (where it is listed) to provide a continuous (possibly parallel) cycleway

- Old railway line Rothes to Aberlour: some work is already being undertaken by the community group to improve access along here. This would have the benefit of also providing a traffic free link for children travelling to Speyside High School.
- Old railway line Elgin to Fogwatt (with a possible extension on to Rothes): This is already well used by walkers as far as Birkenhill Wood but needs improving to provide access as far as Fogwatt and Millbuies Country Park.
- Old railway line Elgin to Lossiemouth: A feasibility study has been carried out looking at connecting the old railway line north of Elgin to the River Lossie Cyclepath via an additional bridge. This would give an alternative traffic free route to Lossiemouth connecting with the traffic free routes in Elgin.
- Hopeman to Lossiemouth cyclepath: Work is ongoing with Lossiemouth CDT to determine a suitable route. This would provide a link for commuters and school children as well as for leisure purposes, and would connect Lossiemouth with the popular Hopeman to Burghead cycle route.
- Burghead to Findhorn via Roseisle: This would provide an attractive traffic route through the forests and would link settlements that have the bikes on buses service so increasing the viability of those services.
- Active travel link from Cullen to Keith: request received from community group already working on this project.

Develop mapping of the aspirational network

ACTION

Signing

In order for the active travel routes to be effective they need to be signed in a consistent style so that users can easily find the quickest and most direct route to their destination. A programme of regular inspection of signs for missing or damaged ones should be developed. On the National Cycle Network temporary signs can be used to indicate the route direction whilst permanent signs are replaced. For on road routes signs must comply with the Traffic Signs Regulations and General Directions (TSRGD) (2016). All signs should show correct and consistent branding, e.g. the NCN route 1 runs through the north of Moray and is also the North Sea Route: a long distance (6000 km) cycle route that runs through 8 countries bordering the North Sea. As such all the NCN 1 signs should also show the North Sea Route logo but few do at present. A consistent approach to signing helps both visitors and residents find their way around the network and also encourages more people to try it when they realise there is an alternative route to the road network.

Ensure consistency of signing on all routes

ACTION

Cycle Parking & Street Furniture

Secure cycle parking encourages more people to cycle by providing somewhere safe to leave their bicycles. Cycle parking should be provided at all strategic locations, popular destinations, town centres, local commercial areas and at all public interchanges. It should also be provided at workplaces and schools. It should also be included in all new developments both commercial and residential. Locations of cycle parking should be shown on active travel maps and other relevant publicity.

Identify locations and a programme of installation for appropriate parking facilities

ACTION

Placing other street furniture such as benches, picnic tables, litter bins, etc. along active travel routes also encourages more users and encourages people to try new routes as well as travel further on known routes.

Identify locations for different types of street furniture

ACTION

Street Design and Planning

To ensure that the active travel network evolves to meet future needs it is essential that all opportunities to increase the network are maximised so as to future proof the network and ensure it remains fit for purpose. Given the government targets for reducing the number of motorised journeys made and for increasing the share of active travel journeys it is essential that Moray has a high quality network that is safe and attractive to all users. This can be achieved by:

- Constructing routes to the latest design standards for active travel routes; E.g. Designing Streets, Cycle Friendly Infrastructure, National Roads Development Guide.
- Using innovative projects to secure funding;
- Maximising opportunities arising from new developments and associated planning applications and ensuring new developments are built according to best practise guidance;
- Working with planners, developers and other interested parties to secure high quality developments that include a cohesive active travel network;
- Working with local communities and user groups;
- Making use of the Scottish Government's Place Standard Tool;
- Continuing the programme of community led street audits and associated mapping.

Maintenance

In order to protect the existing and future network and to preserve the investment made in them it is necessary to have a programme of regular maintenance of the active travel routes. There is currently no programme of regular maintenance and emergency repairs are dealt with on an ad hoc basis. Unlike the road network active travel routes are subject to little wear and tear if they are built to a high quality finish hence it is important to not only build good quality routes but to design them with maintenance in mind at the time of construction. Consideration should be given to the location so that paths are not constructed too close to vegetation or where natural drainage is a problem so as to reduce the impact on the path and the requirement for ongoing maintenance. Including good drainage in the route also minimises the time when standing water or ice will be a problem. Off road routes should be accessible for routine maintenance such as hedge and grass trimming, path sweeping and winter maintenance. By maintaining routes to a high standard they will continue to be attractive to users and therefore well used.

Where routes form part of the road network it is important that they are maintained with cyclists in mind especially along the edge strip where many cyclists will ride. It should be recognised that hazards posed to cyclists by potholes or loose drain covers in the part of the road closest to the kerb can be more significant than for motorists using the road. If maintenance of this part of the road is neglected, cyclists have to ride over roads in a poor or dangerous condition. Some councils recognise that the section of the road where people usually cycle i.e. the first 2m or so from the kerb needs to be in good condition for the sake of cyclists using them. Smaller pot holes that may not generally be a priority will be repaired promptly within the 2m zone. Consideration should be given to introducing a different regime of maintenance for this inside strip especially where a road forms part of the cycle network. It is recommended that a programme of regular inspection and maintenance of the active travel network is developed.

Integrate maintenance strategies for active travel routes within the Councils Roads Maintenance Plan

ACTION

As a general rule pedestrians and cyclists should not be required to divert during road works, where a diversion is required diversions should include provision for both cyclists and pedestrians and should provide a route that is appropriate to the mode of travel; cyclists should not be expected to follow a lengthy diversion that is planned according to the motorists need when there are suitable alternatives.

Delivery

Funding

Funding for the infrastructure and soft measures/behaviour change programmes comes almost exclusively from external agencies. In 2015-16 the council received a total of £961,503 and to date in 2016-17 £557,957 of external funding for active travel. The sources of this funding are given in table 7 below.

Funding Source	2015-16 (£)	2016-17 (£)
CWSS	139,000	104,000
SCSP	83,328	117,054
Sustrans	695,750	380,000
HITRANS	38,500	10,000
Transport Scotland	0	10,000
Cycling Scotland	5,925	0
S75 Obligations	0	56,903
Total Value	961,503	677,957

Table 7: Funding sources for Active Travel measures

It is expected that CWSS funding will continue for the term of this plan and that this funding will be used to support active travel throughout Moray. Other funding is normally provided on the basis of match funding so the council will continue to imaginatively seek opportunities to gain match funding to develop active travel.

New development proposals should enhance permeability and connectivity, and ensure that opportunities for sustainable and active travel are protected and improved. New developments should promote Active Travel for short journeys to local facilities and provide connections to existing Active Travel routes. Developers may not always be able to provide the necessary infrastructure or service directly and in such cases a Developer Obligation may be secured upfront through the use of Section 69 of the Local Government (Scotland) 1973 Act or Section 48 of the Roads (Scotland) Act 1984, or as phased payments through the use of Section 75 of the Town and Country Planning (Scotland) Act 1997 (see Developer Obligations Supplementary Guidance for further information). In certain circumstances the Council may choose to use the obligation secured as a basis for seeking further match funding to expand the provision over and above that which is required for the development to enable improvements to Active Travel provision for the wider community.

Monitoring

Moray Council has been recording active travel journeys at key locations since 2005 with the number of automatic counters increasing each year. It is now accepted policy that all new infrastructure includes automatic counters so this monitoring will continue to provide usage data. Programmes such as Travel Tracker being implemented in the primary schools will

also add to the data gathered as to how people are travelling along with the annual Hands Up Scotland School (HUSS) surveys. Other programmes under SCSP will also provide data on the number of participants or types of journey made adding to the overall picture of active travel in Moray. This data currently feeds in to local reporting, e.g. performance indicators for the Direct Service team of the Council, as well as into national statistics e.g. HUSS & Sustrans national monitoring of walking and cycling. Using local data allows the council to monitor regional trends and to spot where problems might be occurring by observing a fall in usage figures. Conversely achieving an increase in usage shows the success of both infrastructure and intervention programmes in encouraging people to travel actively.

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

KPI 1: Modal share of active travel journeys to school

KPI 2: Modal share of active travel journeys to work

KPI 3: Number of active travel journeys recorded at fixed site counters

KPI 4: Length of new active travel routes developed

KPI5: Value of annual Active Travel programme within Moray

Action Plan

Action	Delivery agents	Impact	Benefits
Continue working with schools to develop a school travel plan and implement associated programmes to encourage active travel, and participation in collection of pupils travel to school data. Participation in national active travel initiatives and events e.g. WOW, Travel Tracker, Cycle Friendly School wards, Eco Schools,	Moray Council Sustainable Travel Officer, Education department, schools and other educational establishments. External partners e.g. Living Streets, Sustrans, Paths for All.	Encourages more children to travel to school actively and reduces number of vehicles around schools. Travel plans can reveal where infrastructure is needed to provide safe and attractive routes to school. Data collection facilitates targeting relevant routes and incentive programmes such as Travel Tracker encourage more active travel journeys.	Children are more active benefiting their health. Active travel habits are developed from an early age. Vehicle congestion around schools is reduced and road safety improved. Environmental benefits around schools as fewer vehicles reduces pollution and improves air quality. Community relationships between schools and residents is improved.
Work with employers to improve active travel journeys to work and encourage more employers to become Cycle Friendly Employers.	Moray Council, Cycling Scotland, Transport Scotland, Employers, Sustrans Paths for All.	Increases confidence amongst employees to try cycling to work. Provides information on how to access the active travel network.	Increases the number of commuter journeys made actively, reduces traffic congestion. Improves health and well-being of workforce. Contributes to improving local environment.
Continue the programme of providing pool bikes to Moray Council staff as an alternative to the pool cars	Moray Council Sustainable Travel Officer, ICT support, Facilities team.	Reduces number of short journeys made by personal or pool cars.	Staff have an opportunity to try cycling both in work and out with. Many short journeys can be made more efficiently by cycle thus reducing time spent travelling. Financial savings to the council by reducing car usage.
Provide cycle and pedestrian training in all schools, and develop a programme of adult cycle training	Moray Council Sustainable travel officer, Education team, Active Schools team, & schools, volunteers. Cycling Scotland.	Deliver Bikeability in all schools. Develop a programme for level 0, 1, 2 & 3 Bikeability to be delivered across Moray.	Pedestrian or cycle training for children can improve road safety. Providing training to adults increases their confidence and likelihood of them travelling actively.

Action	Delivery agents	Impact	Benefits
Continue to implement a behaviour change programme to encourage more active travel. Develop a community engagement programme to support the behaviour change activities.	Moray Council: Sustainable Travel Officer & other relevant departments. External partners, e.g. Living Streets, Paths for All, Sustrans.	Ongoing development of SCSP programme and similar behaviour change programmes targeting individuals, communities, workplaces, & education establishments,	Targeted behaviour change interventions support a shift towards more active travel journeys. Engagement is a crucial part of the programme, infrastructure alone is insufficient to achieve an increase in active travel.
Development of facilities to support use of the infrastructure e.g. A network of active travel hubs across Moray	Moray Council, external partners, funding bodies.	Provision of a network of hubs supplying information, loan and test machines, training and events to raise awareness of active travel opportunities.	Encourages public engagement and awareness of the network. Increases the number of journeys made actively within Moray.
Continue to develop active travel infrastructure to provide a cohesive and continuous network across Moray including urban and rural areas.	Moray Council, External partners Funding bodies	To construct high quality routes conforming to best practise design guidance.	High quality cohesive networks encourage more active travel journeys as users feel safer and more confident using the network.
Provision of promotional materials, e.g. maps, apps, leaflets, information signs, website, etc.	Moray Council Sustainable Travel Officer, other relevant council departments, Moray Speyside Tourism, local businesses,	Provides information on where the network is, how to access it, and how to get more information. All Moray Council documents to show how to access the offices by active travel routes.	Increases the number of people using the network by providing relevant information.
Develop a programme of public engagement to promote the network and to determine where new facilities are required	Moray Council, external partners, local communities,	Increases usage as more people are aware of the routes	More people traveling actively reduces the impact of motorised traffic; improves individuals health; reduces the impact on the environment and provides equal opportunities to travel.
Deliver a programme of appropriate signing on all active travel routes	Moray Council, Sustainable Travel Officer, Traffic Team, Access Officer.	High quality signs that provide information to the public on route destinations	Provides users with confidence in the route and informs them of destinations that are reachable on the network.
Provide cycle parking at appropriate locations throughout Moray, both at destinations and transport interchanges. All new developments should provide adequate secure cycle parking.	Moray Council, Developers, public transport operators, educational establishments, retail & commercial businesses.	Reduces the number of bikes stolen and associated crimes.	Secure parking encourages people to cycle and reduces the number of bikes stolen or damaged. Provision of cycle parking at transport interchanges promotes integrated transport journeys

Action	Delivery agents	Impact	Benefits
Develop a programme of maintenance for all active travel routes, including routine winter maintenance.	Moray Council, Sustainable Travel Officer, Traffic Team, Roads Maintenance team & the Landscape & Parks team.	Maintains the value of the network and the investment in the facilities.	Ensures routes remain safe and accessible to all.
Source funding opportunities to develop the network. Work with internal and external partners to access more funding opportunities.	Moray Council, Sustainable Travel Officer, Traffic Team, Planning and Education teams. External partners, Neighbouring authorities and Funding bodies	Bringing in funds to facilitate the development of the network	Allows development of infrastructure that would not be possible otherwise. Maximises existing funds by taking opportunities to match fund and so secure greater investment in the active travel network.
Continue to participate in national, regional and local learning events.	Moray Council Transportation officers	Raises awareness of best practice and latest developments. Promotes the work being undertaken in Moray at national and regional level.	Ensures officers are familiar with latest developments and best practice in active travel. Shares experience and encourages partnership working.