Our new Local Transport Strategy comes into effect following a time of significant change in transportation.

The national delivery agency, Transport Scotland, has now established itself and has completed the Strategic Transport Projects Review setting out the major scheme delivery plan over a long-term framework.

The new statutory Regional Transport Partnerships have been in operation since April 2006. We look forward to continuing to work with our colleagues in Strathclyde Partnership for Transport and our fellow local authorities to bring forward projects that maintain the economic and social vitality in the west of Scotland.

Within South Ayrshire Council, we have brought our transport and planning functions under the same service, reflecting the ever greater need for integration. We also continue to work closely with our neighbours in East and North Ayrshire, on pan-Ayrshire matters and with colleagues in Dumfries and Galloway on timber transport, with the North Channel Partnership and the A77 Safety Group.

This Local Transport Strategy sets out the transport policy position of the Council and the transport project programme up to 2014 and identifies longer-term schemes beyond this date that we need to begin considering now with our partners in Transport Scotland and Strathclyde Partnership for Transport.

Delivering improvements to our transport network is a benefit to the whole community and we look forward to working with our various partners and with the people of South Ayrshire in delivering this strategy.

Cllr Hugh R Hunter
Leader of South Ayrshire Council

Graham Peterkin
Depute Chief Executive and Executive Director of Development & Environment South Ayrshire Council
South Ayrshire Council has 30 local Councillors who represent the eight new wards that were introduced at the May 2007 elections. Some wards have four councillors and some have three, based on the number of people in those wards. All the councillors are pictured below, and you can approach any one of them in your ward if there are matters you would like to discuss or bring to their attention. Each councillor holds a regular surgery and you can find details by logging onto: www.south-ayrshire.gov.uk/council/surgeries or by telephoning 01292 612484

**TROON**

- Peter Convery
- Nan McFarlane
- Bill McIntosh
- Philip Saxton

**AYR WEST**

- Bill Grant
- Elaine Little
- Mike Peddie
- Robin Reid

**PRESTWICK**

- Stan Fisher
- Hugh Hunter
- Helen Moonie
- Margaret Toner

**MAYBOLE, NORTH CARRICK & COYLTON**

- Brian Connolly
- Ann Galbraith
- Sandra Goldie
- Mairi Low

**AYR NORTH**

- Douglas Campbell
- Ian Cavana
- John Hampton
- Tom Slider

**AYR EAST**

- Eddie Bulik
- Ian Douglas
- Mary Kilpatrick
- Winifred Sloan

**KYLE**

- John Allan
- Andy Campbell
- Hywel Davies

**GIRVAN & SOUTH CARRICK**

- Ian Fitzsimmons
- John McDowall
- Alec Oattes
CONTENTS

Contents
1. Introduction 2
2. Policy context 4
3. Problems and opportunities 5
4. Achievements 11
5. Vision and objectives 13
6. Action plans 15
7. Road traffic reduction report 27
8. Monitoring and evaluation 28
1. INTRODUCTION

This Local Transport Strategy (LTS) has been prepared in accordance with the Scottish Government’s “Guidance on Local Transport Strategies”\(^1\). This strategy follows on from the previous strategy, developed in 2001.

The LTS is structured to comply with the methodology of the Scottish Transport Appraisal Guidance (STAG). The aim of this strategy is to **review** the current situation, **identify** problems, causes, constraints and opportunities, **set** meaningful objectives, **generate** intervention options, **appraise** the plan and **develop** a monitoring regime.

This LTS is accompanied by a Strategic Environmental Assessment (SEA) in accordance with current legislative requirements. The SEA examines the policies and programmes of the LTS within a wider environmental context. Electronic copies of the LTS and associated documents can be found on a USB card at the back of this report.

The main sections of this LTS document and its relationship with other documents and policies are detailed in the figure on the following page.

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\(^1\) “Guidance on Local Transport Strategies”, the Scottish Executive, March 2005
2. POLICY CONTEXT

This section outlines the national and local policy framework in which the LTS sits. These include:

The wider policy context as set out in:
• UK Government Environmental Policy;
• Scottish Government general policy including Economic Strategy;
• The South Ayrshire Community Plan 2006-2010, 'A Better Future Together'; and
• South Ayrshire’s Single Outcome Agreement.

The planning context, as set out in:
• The National Planning Framework;
• The Ayrshire Joint Structure Plan; and
• The South Ayrshire Local Plan.

The transport policy context as set out in:
• The Transport White Paper 2004, ‘Scotland’s Transport Future’;
• The National Transport Strategy;
• The Strategic Transport Projects Review; and
• The Regional Transport Strategy.
Transport is playing an increasing role in the economy of South Ayrshire, especially with changing travel patterns and new developments which are increasing the demand for travel. These demands put pressure on the transport network and it is important to highlight the problems and identify the opportunities that arise from these problems in order to develop a transport network in South Ayrshire which is fit for purpose.

**Walking**

Walking trips are part of all journeys to a greater or lesser extent. Walking is most susceptible to adverse weather conditions, but this is a similar situation in other countries that capture a far higher proportion of trips by this mode.

Pedestrian desire lines often differ greatly from the historical road and the pedestrian route network that has been established. This is particularly noticeable between public transport facilities including the bus and rail stations in Ayr.

Ayr has an established pedestrian priority area along the High Street, where speed reduction measures have been implemented. Other parts of Ayr town centre and other centres within South Ayrshire have areas where the pedestrian route capacities have to cope with significant demand, leading to congestion. These factors could be reviewed as part of wider traffic management plans and safety measures.

Some town centres, within the authority, do not provide a good environment for pedestrians. This is especially noticeable in Maybole but a bypass of the town would remove a large proportion of traffic through the town and allow a streetscape scheme to enhance the local environment.

**Cycling**

South Ayrshire Council has the National Cycle Network Route 7 forming a north-south spine through the area. Most cycling that takes place is leisure based, which fits well with the Council’s aspirations in terms of tourism development. Cycling is yet to become a mainstream activity, particularly for trips to work, shopping and school. The lack of effective on and off-street facilities in the urban centres of South Ayrshire makes it difficult for cycling to be an effective alternative for people.

Opportunities exist to provide additional secure parking at key hubs, schools and new developments, to combine additional on-street cycle lanes with 20mph zones and to utilise side roads where speeds are already low. Safer Routes to Schools programmes identify suitable cycling routes for travel to school. The areas at Heathfield and Ayr Hospital have been identified as having poor cycle linkage. These areas will benefit from measures as a result of new developments including utilisation of the Lochside Road bridge to access Heathfield and proposed crossings of the A77(T) as part of the SE Ayr development.
**Bus, Coach, Taxi and Private Hire Vehicles**

Buses, coaches, taxis and private hire vehicles provide the principal public transport capacity within South Ayrshire. As with the rest of Scotland, bus services within the area are mainly provided on a commercial basis by private companies. Some services are subsidised to ensure that they can continue to operate and provide public transport access opportunities to areas that would otherwise be without services. Long distance services are also provided, linking South Ayrshire with neighbouring councils, Glasgow and Lanarkshire. Links to railway stations from many communities are poor, often requiring several interchanges.

Services to rural communities can be provided with demand responsive transport services such as the ‘Carrick Ring and Ride’. Opportunities exist to improve access to rail services and interchange between bus and rail services with feeder bus services and there is potential to provide an enhanced mini-interchange for buses close to Ayr station.

Ayr is an important tourist destination, but coach parking is not used as efficiently as it might be. There is an opportunity for the provision of a coach drop off facility in the town centre and remote coach parking outwith the town centre.

A number of taxi and private hire vehicle companies operate in South Ayrshire and these provide an important link in the transport network for those without access to a car or those with specific journey needs. Taxis and private hire vehicles are also important to securing a vibrant and safe town centre in the evenings and at weekends. Prestwick and Troon have been identified as having insufficient taxi rank facilities. There is the potential to provide facilities within an overall traffic management plan for the town centres.

**Rail**

Rail services in the area are operated by First Scotrail. A half hourly service operates between Ayr and Glasgow with an hourly service between Girvan and Kilmarnock and less frequent services to Newcastle, Carlisle and Stranraer.

The line between Ayr and Glasgow was electrified in the 1980’s and rolling stock has also been upgraded with the introduction of Class 334 Juniper electric units. Services between Girvan and Kilmarnock, and those to Newcastle, Carlisle and Stranraer, are formed of diesel units. Ayr station is the 11th busiest station in Scotland with around 1.2 million journeys annually. There are also a number of routes used for freight movements only.

Services between Ayr and Glasgow suffer from overcrowding, especially between Irvine and Glasgow Central. Use of these services by air passengers from Glasgow Prestwick Airport (GPA) can also result in capacity problems and these problems are forecast to increase with future growth at GPA and additional demand from developments within South Ayrshire. The opening of the Glasgow Airport Rail Link (GARL) is expected to provide some additional capacity between Paisley Gilmour Street and Glasgow from the end of 2011. At present, most of the stations on the line are unable to accommodate more than the present maximum 6 coach train lengths.

Car parks at the majority of the stations in South Ayrshire are at capacity. Provision of decked car parks at stations could provide additional capacity. The amenity and access at Ayr station is poor given the high number of passengers but there are opportunities to upgrade Ayr railway station to a multi modal interchange which would link well with local initiatives on walking and cycling, existing main bus stops on Burns Statue Square and new retail developments in the east of the town centre.
Road
The A77 trunk road, which is operated and maintained by Transport Scotland, forms the spine of the road network in South Ayrshire from the Dumfries and Galloway border in the south to the Kilmarnock bypass in the north. The route forms a key link to the ports on Loch Ryan but it is also an important route for local trips, especially around Ayr. There are a number of sections of the A77 where congestion is an issue. South of Whitletts Roundabout, the A77 is a single carriageway and the main junctions around Ayr produce delays especially at peak times. Significant land releases in the area will provide an opportunity to upgrade the section between Whitletts Roundabout and Bankfield Roundabout and upgrade the junctions. Improved public transport penetration and the potential provision of Park-&-Ride facilities at SE Ayr and other locations would impact on modal shift.

The local ‘A’ class road network is focussed on Ayr with routes radiating out to other areas. This is supported by an extensive ‘B’ and ‘C’ class network with a large unclassified network forming the largest single part of the public road network in South Ayrshire.

The town of Maybole is affected by considerable through traffic, reducing the quality of the environment within the town and slowing strategic through trips. Opportunities exist to bypass this town thus removing a large proportion of traffic in the town.

This would have a significant effect on freight traffic in the area, especially traffic destined for the Loch Ryan ports and timber traffic from the Galloway Forest.

Prestwick in particular, because of its location and the proximity of GPA, has a main street which performs a number of functions. This can lead to conflict amongst the different requirements placed on the road network. A masterplan for GPA was issued for consultation and could provide the opportunity to deliver improved general access to Prestwick and relief to the existing road.

Within the town of Ayr, a large volume of traffic passes through the town centre and this is restricted by a limited number of rail and river crossings. There is an opportunity in the longer term, taking into account proposals such as Ayr Renaissance, to provide schemes which provide relief to these issues.

Transportation models are being developed for the A77 corridor around Ayr and for the town network within Ayr and Prestwick, to test the extent of the impact from various developments on the road network. These models will be used to test potential interventions and land releases to feed into the future LTS.
Air and Sea Ports
GPA has been recognised by the Government as providing significant capacity for the expansion of air travel in the West of Scotland. The airport, however, can only be effective if the level of access required for such a major facility can be delivered by the surrounding surface transport system. The potential to integrate with the port facilities at Ayr, Troon and the deep water facility at Hunterston, to develop an international freight hub, have also to be considered.

In identifying issues associated with GPA, we have focussed on issues of surface access as other matters relating to aviation are reserved to the UK Government and it is not appropriate to address these in a LTS. New security restrictions have increased access problems, especially for bus services and picking up/dropping off, by limiting vehicle proximity to the terminal building. The airport currently has a high proportion of rail use for access but limited capacity of the rail service may make this difficult to maintain as throughput at the airport grows. The draft masterplan for GPA could provide scope for improved access to bus services, improving integration with the airport and adjacent rail services.

The Ports at Ayr and Troon are quite different from each other and as a result have separate issues that affect them. Traffic at the Port of Troon is a mixture of passenger and freight traffic destined for the ferry service to Northern Ireland whereas the traffic at Ayr is all freight. The Port of Troon is well linked to the main road network but the route passes through several residential areas.

There are poor public transport links to the port, however, opportunities exist to improve these public transport links since it is located close to the town centre. Access for vehicles to the Port of Ayr, on the other hand, is constrained by the restrictive layout in the vicinity of the port. The Port of Ayr is also connected to the national rail network. There are opportunities to improve access to the Port of Ayr via Waggon Road and to increase the amount of freight arriving/leaving by rail.

Safety and Security
The rural nature of a large section of South Ayrshire’s road network results in high levels of serious and fatal collisions. In addition, historical aspects of town centre layouts limit the potential to develop the network. The increasing use of the car for school journeys has also presented problems with congestion and parking issues around schools, resulting in safety issues. Opportunities have been taken to increase education in schools and among vulnerable groups in order to reduce collisions involving them and this will continue.

The town centre in Ayr also has numerous conflict points between vulnerable road users and vehicles. The opportunity exists to tackle some of these issues, especially in the area around Burns Statue Square, in the masterplan of the area and by the Renaissance of Ayr.

On the Trunk Road network, safety issues have been identified at the at-grade junctions on the A77 at Symington and Bogend Toll. Transport Scotland are progressing a scheme to provide improvements to these junctions.
Parking
Across South Ayrshire there is a variety of signing and charging mechanisms for parking. The provision of an authority wide car parking strategy could support tourism and economic development.

The last major change to parking operations in Ayr was in 1993 with the adoption of a parking voucher system. Given changing demands placed on parking by various sectors, there is a requirement for a review of parking provision, usage, management and charging mechanisms.

Ayr town centre and Prestwick both have capacity issues related to parking. In Prestwick, the issue concerns use of the town for airport related parking and parking associated with the commuter bus and rail services. A recent parking study in the town has made recommendations to alleviate the parking problems in the town.

Parking enforcement in South Ayrshire is currently the responsibility of the police. However, the Council, in association with North and East Ayrshire, is considering the decriminalisation of parking to assist with enforcement.

Freight
The rail network in South Ayrshire has a lack of road/rail interchange facilities and a lack of train paths for the movement of freight. Opportunities exist to increase the number of road/rail interchange facilities and encourage freight movement from road to rail.

Considerable road freight is generated by the Ports of Ayr and Troon, GPA and the surrounding industries. There is also a high level of HGV traffic through the area towards the Loch Ryan ports, although this is mainly concentrated on the Trunk Road network. Significant forestry in the area generates a large volume of timber haulage which utilises routes detailed in the Ayrshire Timber Transport Strategy. There is an opportunity to further develop the timber transport routes and utilise these routes for other HGV traffic.

There has been a significant growth in the number of small delivery vans with the increase in internet shopping. However, these deliveries, especially from supermarkets, may be replacing several car trips to the store.

Within South Ayrshire, there is a lack of overnight parking facilities for HGV’s. Opportunities exist to develop these facilities, especially to serve GPA and the ports.
Maintenance
Before making any improvements to the transport system, it is important that the existing network is maintained to the highest possible standard. As a result of under-funding in the past, some local roads are currently in a poor state. The Council recognises this and believes that a pro-active approach utilising new methods, including the development and implementation of a Roads Asset Management Plan, joint working with other authorities and actively seeking other sources of funding is vital in order to reduce the backlog of maintenance work on the network.

Transport Information
The provision of transport information within South Ayrshire is restricted due to the lack of real time bus information. There is also a lack of information about other modes and connections i.e. no bus information at the railway station and no train information at the bus station. The provision of a real time information system for bus services in the town could include a display screen in the railway station and other major destinations, such as Ayr Hospital or large shopping areas.

Stagecoach buses have recently been fitted with new ticket machines which facilitate transmissions about their location; this can be used as input to real time information systems.

Rural Transport
Rural areas of South Ayrshire have different transport problems to the more urban areas. Pedestrian provision within the main streets of the rural towns and villages is often outdated and inadequate. The provision of a more appropriate traffic calmed environment could provide additional pedestrian space.

Bus services in rural areas are infrequent and often involve lengthy journeys. The ‘Carrick Ring n’ Ride’ has provided a demand responsive service to the rural areas in the south of the authority and there may be an opportunity to provide similar services elsewhere.

Accessibility from rural areas to key services and facilities is often poor and journey times can be long. These could be reduced by improving reliability on key routes such as the A77(T). There is an opportunity for additional joint working with East Ayrshire Council regarding the upgrading of the A70 as a core east west route.
4. ACHIEVEMENTS

The South Ayrshire Transport Initiative (SATIN) was the Council’s first LTS and was published in 2001. SATIN was successful in attracting around £6 million in funding from the Public Transport Fund towards a number of programmes and policies for implementation during the LTS period of operation including:

**Multi-Modal Travel Stations**
Ten railway stations were planned for conversion to multi-modal travel stations. These were:
- Barassie;
- Troon;
- GPA;
- Prestwick Town;
- Newton-on Ayr;
- Ayr;
- Maybole;
- Girvan; and
- Barrhill.

All conversions with the exception of Barassie and Ayr have been completed.

**Quality Transport Corridors (QTC’s)**
Seven bus based corridors and three rail based corridors were identified as proposed QTC’s. The bus based corridors identified were:
- Whitletts Road (A719);
- Ayr to Prestwick Road (A79);
- Castlehill/Dalmellington Road (A713);
- Maybole Road (A79 South);
- Holmston Road (A70);
- Monument Road (B7024); and
- Racecourse/Doonfoot/Dunure Road (A719 South).

The bus based QTC’s have all been implemented but real time information on these corridors is still a future aspiration.

The rail based corridors identified were:
- GPA to Prestwick and Ayr;
- Ayr Hospital to the town of Ayr and the north; and
- Heathfield to the town of Ayr and the north.

The rail-based schemes have, in general, not been delivered. The scheme at GPA has not been effectively trialled and has limited impact. It is expected that the Ayr Hospital scheme will be brought forward as part of the SE Ayr development, although this is in the medium term.

Having worked through the issues associated with the Ayr Hospital scheme, which already has a passing train service, we believe that the potential for a rail based scheme at Heathfield is not realistic in the current regulatory and financial climate.

**Urban Transport Management and Control (UTMC)**
- South Ayrshire has continued to develop its UTMC system throughout the period of the LTS to improve traffic flow and the response of traffic signals to the varying demands of traffic; and
- An adaptive traffic control system was introduced in Ayr and Prestwick to reduce traffic congestion and minimise delay to traffic on the road network. In addition, a traffic signal remote monitoring system was developed to automatically report signal lamp failures and faults. The combination of these two dynamic systems allow operational staff within the office environment to receive system alerts immediately and assist in efficient fault reporting and system maintenance whilst ensuring the efficient optimisation of signal timings.

**Traffic Regulation Enforcement**
- Automatic detection of bus lane violation on QTCs has not been introduced. The bus lane sections have proven to be relatively ‘self-policing’ with other motorists obeying the restrictions. Occasional enforcement by police officers is needed, but this level of intervention is considered to be acceptable.

**Public Transport Information**
- Timetable information is provided on QTCs by bus operators and displays co-ordinated through SPT; and
- At GPA, the Council has worked with the airport operators to provide high quality public transport information covering bus, rail, taxi and ferry operations for air passengers. The system at GPA won the Scottish Transport Award for Travel Information in 2005.
Pre-Trip Journey Planning
- The Scottish Government has taken a lead in providing this information with the formation of ‘Traveline’, which provides both on-line and telephone based travel planning; and
- In tandem with this, SPT and the Scottish Government have embarked on advertising campaigns to raise awareness and encourage journeys by non-car modes.

In particular, this has linked into the healthy living agenda promoted by the Scottish Government.

Walking and Cycling Networks
- Individual schemes have been taken forward as part of the Council’s Cycling Walking and Safer Streets (CWSS) funding from the Scottish Government; and
- South Ayrshire Council was awarded the Walking and Cycling Award in the 2007 Scottish Transport Awards.

Road Safety
- School Travel Plans have been introduced at 70% of schools in the Council area;
- Extensive introduction of 20mph speed limits throughout South Ayrshire;
- On-road cycle training has been introduced at primary schools;
- Junior Road Safety Officers have been introduced at 84% of all primary schools;
- Vehicle activated warning signs have been introduced at locations with high instances of collisions;
- “Reckless driving wrecks lives” presentation has been given to senior school pupils; and
- Pedestrian and cyclist safety has been promoted through the West of Scotland Road Safety Forum.

South Ayrshire to Glasgow Long Distance Transport Corridor
- New Class 334 trains have been introduced on the Ayrshire electric services;
- Many refurbished Class 318 units have also been deployed on the line, giving enhanced passenger facilities and information;
- The delivery of a 20-minute frequency rail service is not within the remit of the Council, and requires bottlenecks outside the control of South Ayrshire Council to be addressed; and
- The GARL scheme is expected to provide some additional capacity allowing improvements to Ayrshire services.

Parking Amendments and Enforcement in Towns
- A dynamic car parking guidance control system has been introduced in Ayr Town Centre displaying real time car park occupancy levels;
- Funding has been secured to allow parking studies in Prestwick and Troon to consider the competing demands on this busy part of South Ayrshire, however studies have not been carried out in other areas; and
- Further studies are required to identify other parking issues in the South Ayrshire area.

Rural Transport Initiatives
- Working in partnership with SPT, the ‘Carrick Ring and Ride’ has been a major boost to rural accessibility and a popular choice;
- Rural bus stop infrastructure improvements have been introduced to develop public transport patronage within rural areas;
- The introduction of bus services remains within the commercial sector and many locations do have good levels of service and patronage that a potential new express service could negatively impact on; and
- The diversity of origins and destinations in the rural context can make it difficult for bus services to compete effectively with often only one service provider operating a route.

Other Projects
- South Ayrshire Council has secured the delivery of a Park-&-Ride facility at Ayr hospital as part of the South East (SE) Ayr development. This facility will be delivered by the private sector.

Monitoring and Policy
- A network of automatic traffic control, cycle and pedestrian counters at key strategic locations are enabling growth rates to be quantified has been introduced.

Special Events
The Council has been involved in the planning of a number of special events of varying levels of magnitude including the Open Golf Championship at Troon and Turnberry and other sporting and cultural events throughout the Council area.
5. VISION AND OBJECTIVES

Vision
South Ayrshire Council and its partners are committed to working together in order that residents, businesses and visitors will enjoy a high quality integrated local transport system that:

- Is efficient, safe, reliable and supports the sustainable growth of the economy of South Ayrshire;
- Meets the travel needs of all users and supports an active lifestyle;
- Manages the effects of transport in order to improve road safety and control its impacts on people such as noise, air quality, emissions and severance of communities;
- Provides access to a wide range of goods and services without the need for private motorised transport; making car use a choice rather than a necessity; and
- Does not have an unacceptable effect on the local or global environment.

Objectives
In order to properly structure the objectives of the LTS, these have been split into two categories, comprising:

- Core Objectives; and
- Targeted Objectives.

Core Objectives
The Core Objectives cover all aspects of the strategy and provide a framework for assessing all policies, projects and programmes identified within the document. In accordance with the Scottish Government’s STAG it is proposed that the LTS should have at least one objective covering each of the following areas:

- Environment;
- Safety;
- Economy;
- Integration; and
- Accessibility and Social Inclusion.

The objectives also require to be SMART (Specific, Measurable, Achievable, Relevant and Time-bound), thereby consistent with the values of STAG.

- Objective C1: Encourage mode shift to walking and cycling to assist in the promotion of a healthier lifestyle and lessen environmental impact during the period of the LTS;
- Objective C2: Prioritise the protection of human health in urban areas and flora and fauna in more rural areas, from the adverse effects of transport activities;
- Objective C3: Achieve a year-on-year reduction in the number of road users killed and seriously injured and enhance the personal safety of those in South Ayrshire;
- Objective C4: Identify locations of concern for the safety and security of the travelling public and work with partners to address these;
- Objective C5: Support economic development by promoting interventions that reduce constraints such as congestion and parking, and enhance the efficiency of the transport network for both users and operators;
- Objective C6: Better integrate transport and land-use planning in order to promote economic vitality and inform the Development Plan process;
- Objective C7: Better integrate different modes of travel and contribute to the development of multi-modal interchanges;
- Objective C8: Provide guidance to users, operators, developers and others on matters of local policy, priorities and potential schemes;
- Objective C9: Increase opportunities, for walking and cycling and improve the quality, affordability and accessibility of public transport for accessing key community facilities; and
- Objective C10: Provide a deliverable and measurable action plan covering all aspects of transportation over the short, medium and longer term as part of the LTS.
**Targeted Objectives**

These objectives refer to more specific matters, such as specific transport mode needs, individual area objectives or more detailed plans or programmes.

- **Objective T1:** Integrate core path network planning and cycle route planning to provide maximum opportunity and benefit;
- **Objective T2:** Provide new and expand existing local cycle networks in Ayr, Girvan, Maybole, Prestwick and Troon;
- **Objective T3:** Expand and enhance the QBC Network through partnership with operators and SPT including upgraded facilities at bus stops throughout South Ayrshire;
- **Objective T4:** Assist in the delivery of improved onward links from Ayr railway station;
- **Objective T5:** Assist in identifying transport constraints and potential scheme solutions for future land planning through the development plan process;
- **Objective T6:** To provide technical support to the Council in its lobbying for improvements to the A77(T) and in particular the Maybole bypass; and
- **Objective T7:** To work with the operators of Gateway Hubs to develop surface access strategies.

Table 5.1 presents the objectives appraised against STAG objectives and Scottish Government’s smart objectives.

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**Table 5.1 - Comparison of LTS Objectives and STAG / Scottish Government Objectives**

<table>
<thead>
<tr>
<th>LTS Objectives</th>
<th>STAG Objectives</th>
<th>Scottish Government’s Strategic Objectives</th>
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<tbody>
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<td></td>
<td>Environment</td>
<td>Safety</td>
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<td>Objective C1</td>
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<td>Objective C10</td>
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Summary 05-06:Layout 14  25/3/09  12:03  Page 14
6. ACTION PLANS

As part of the LTS, an action plan is completed detailing how the objectives will be met and the policies that will be followed in achieving those objectives. Short term interventions are anticipated to be implemented from 2009, medium term from 2014 and long term from 2019, although this is largely dependent on funding being available and the pace of growth in demand to travel.

**Core Objective**

C1 Encourage modal shift to walking and cycling to assist in the promotion of a healthier lifestyle and lessen environmental impact during the period of the LTS.

**Targeted Objective**

T1 Integrate core path network planning and cycle route planning to provide maximum opportunity and benefit.

**Policies**

P1 The Council will encourage increased cycling trips by requiring cycle networks to be effectively linked.

<table>
<thead>
<tr>
<th>Action Plan</th>
<th>Short Term</th>
<th>Medium Term</th>
<th>Long Term</th>
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<tbody>
<tr>
<td>Review and update LCN and NCN Maps</td>
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<td>Promote the benefits of walking and cycling</td>
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<tr>
<td>Develop local proposals to encourage walking and cycling</td>
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<td>Implement the above proposals</td>
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<td>Work with schools to implement School Travel Plans</td>
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Core Objective
C2 Prioritise the protection of human health in urban areas and flora and fauna in more rural areas from the adverse effects of transport activities.

Policies
P2 The Council will require that vehicle pollution levels are regularly monitored at key locations to identify sites that might pose a risk to health from vehicle emissions.
P3 The Council will control the impacts of vehicles to safeguard sensitive areas. If there is an opportunity for improvement, this will be achieved in association with other agencies.
P4 The Council will seek to safeguard sensitive areas from the negative impacts of road freight.
P5 The Council will designate appropriate advisory routes for heavy goods vehicles to provide traffic relief to communities.

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<th>Action Plan</th>
<th>Short Term</th>
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<tbody>
<tr>
<td>Monitor air quality and traffic levels at existing sites</td>
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<tr>
<td>Expand air quality monitoring sites</td>
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<tr>
<td>Model development impact on air quality in existing developments</td>
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<tr>
<td>Model development impact on air quality in local plan proposals</td>
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<tr>
<td>Model development impact on traffic noise in existing developments</td>
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<tr>
<td>Model development impact on traffic noise in local plan proposals</td>
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<tr>
<td>Identify where National Air Quality Strategy (NAQS) levels may not be met</td>
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<tr>
<td>If necessary, designate Air Quality Management Areas (AQMA)</td>
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<tr>
<td>Develop a road freight routing strategy to safeguard sensitive areas</td>
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<tr>
<td>Designate a network of strategic and feeder routes for freight</td>
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<tr>
<td>Support research into the use of cleaner and quieter road freight vehicles</td>
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<tr>
<td>Assist in the implementation of measures to support the use of cleaner and quieter road freight vehicles</td>
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<tr>
<td>Investigate the feasibility for a shopping delivery service</td>
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<tr>
<td>Consult with retail outlets and implement a shopping delivery service, if appropriate</td>
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</tbody>
</table>
Core Objective
C3 Achieve a year-on-year reduction in the number of road users killed and seriously injured and enhance the personal safety of those in South Ayrshire.

Policies
P6 The Council will provide a consistent and structured programme of education, training and publicity, within educational establishments, from pre-five’s to colleges, aimed at developing awareness, skills and attitudes that will enable travellers to minimise their exposure to risks and will support individual schools to develop school travel plans aimed at safe and sustainable travel.

P7 The Council will support and assist the Scottish Government, Police and other emergency services with their enforcement initiatives, which are focused on casualty reductions or collision avoidance and will identify areas where casualty savings can be made within the development of transport activities.

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<th>Action Plan</th>
<th>Short Term</th>
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<tbody>
<tr>
<td>Continue programme of Accident Investigation and Prevention (AIP)</td>
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<tr>
<td>Work with the Scottish Government to improve safety on trunk roads</td>
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<tr>
<td>Continue programme of road safety education in schools/development of school travel plans/safer routes to schools</td>
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<tr>
<td>Speed cameras, red light running provisions at appropriate locations through consultation with relevant parties</td>
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<tr>
<td>Develop a Road Safety Plan that takes cognisance of the soon to be published Road Safety Strategy for Scotland and the National Road Safety Targets for beyond 2010</td>
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</table>
Core Objective
C4 Identify locations of concern for the safety and security of the travelling public and work with partners to address these.

Policies
P8 The Council will continue to provide taxi marshals at ranks between 11:00pm and 4:00am on Friday and Saturday nights and during other busy occasions at appropriate locations.
P9 The Council will improve pedestrian safety and security through routes or areas that require such measures, with a particular focus on routes to school, including the implementation of pedestrian crossing facilities that have been assessed using the approved criteria, when funding is available.
P10 The Council will work with SPT, Strathclyde Police and South Ayrshire Community Safety Partnership to improve safety and personal security on public transport services and infrastructure, and will develop and enhance CCTV coverage to improve the safety and security of public transport users.
P11 The Council will provide support for improvements to the safety of the Trunk Road Network by working with Transport Scotland to deliver such schemes as the A77 Symington and Bogend Toll improvements.

Action Plan Short Term Medium Term Long Term
Continue to investigate and introduce 20mph speed limits where appropriate • • •
Work with SPT, Police and Transport Operators to develop initiatives to reduce public transport accidents and increase personal security •
Implement public transport safety and security initiatives, identified above •
Identify schools needing safer access •
Review areas for zig zag markings and introduce where appropriate • •
Continue to implement revised School Crossing Patrol Plan •
Core Objective
C5 Support economic development by promoting interventions that reduce constraints such as congestion, and enhance the efficiency of the transport network for both users and operators.

Targeted Objective
T6 To provide technical support to the Council in its lobbying for improvements to the A77 (T) and in particular the Maybole bypass.

Policies
P12 The Council regard the responsibility for funding new infrastructure and improvement schemes, required primarily for development purposes, as resting with the developer and will seek to obtain contributions to specified public transport infrastructure.

P13 The Council will review provision, usage, management and charging mechanisms for parking.

P14 The Council will promote the provision of parking facilities for cars, pedal and motorcycles, goods vehicles and coaches, including the provision of adequate parking facilities and access arrangements for people with mobility difficulties where appropriate.

P15 The Council will implement a strategy in the urban centres, including the imposition and review of restrictions and charges, where appropriate, and manage the demand to encourage the efficient use of available parking spaces, for parking within town centres. Contributions in lieu of car parking will also be sought for town centre developments, where full car parking standards cannot be met on-site.

P16 The Council will ensure good management of publicly available parking facilities.

P17 The Council will develop and implement an overall Roads Management Plan incorporating individual plans for each group of assets associated with the road network including non-carriageway items such as bridges, street lighting, traffic signs, traffic signals and road markings.

P18 The Council will develop all elements of the road network and car parks in the most efficient and cost effective manner and will work towards removing the backlog of maintenance work, within available budgets.

P19 The Council will develop a forward programme of major structural maintenance schemes to prevent deterioration of the existing road stock and avoid the need for more expensive work later including the provision of new and improving existing road drainage in order to preserve the fabric of the road network.

P20 The Council will aim to provide improved and more energy-efficient street lighting in line with current standards to meet both national and local energy saving objectives.

P21 The Council will ensure that all bridges and other road structures are regularly inspected and maintained in a safe and fit-for-purpose condition.

P22 The Council will carry out and review the structural assessment of all bridges and roads structures to determine their suitability to safely carry traffic, complying with current Construction and Use Regulations and in the case of structures which are found to be substandard, ensure that appropriate interim measures are implemented until the required strengthening or replacement works are carried out.

P23 The Council will minimise the detrimental effects of external influences on the fabric of roads (e.g. installation and repair of underground services, housing modernisation schemes, etc.) and will comply with the statutory requirements of the New Roads and Street Works Act of 1991.

P24 The Council will continue to investigate and develop winter maintenance services, particularly the ice prediction and forecasting services, to improve their effectiveness and review its priority gritting routes to meet the needs of increasing traffic flows and public expectations. This will also include further development of thermal mapping systems.

P25 The Council will support the provision of new rail freight depots and the expansion of existing facilities including giving advice on appropriate applications by firms for grants to construct freight facilities. The Council will also encourage new activities with high freight movements to locate close to existing or proposed rail facilities.

P26 The Council will provide access for delivery vehicles to town centres and assist the distribution of goods, subject to such time restrictions as required to achieve a safe pedestrian environment and secure the operational performance of the network.

P27 The Council will ensure that all existing coastal defences protecting the local road network and other Council property are regularly inspected and maintained in a fit-for-purpose condition and where necessary aim to provide new and enhanced protection measures within available budget.
<table>
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<th>Action Plan</th>
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<tbody>
<tr>
<td>Review parking provision to enhance town centre operations</td>
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<tr>
<td>Conduct a public consultation on the recommendations of parking studies in Prestwick</td>
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<tr>
<td>Amend and implement recommendations of the parking studies and public consultation</td>
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<tr>
<td>Conduct similar parking studies and consultations for other areas</td>
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<tr>
<td>Review demand for parking in tourist areas</td>
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<tr>
<td>Implement appropriate measures for parking in tourist areas</td>
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<tr>
<td>Identify and implement opportunities for the expansion of coach parking provision</td>
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<tr>
<td>Review the operation of the new parking measures</td>
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<tr>
<td>Review parking/loading facilities on major arterial routes, where appropriate</td>
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<tr>
<td>Continue programme of rationalising parking/loading facilities</td>
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<tr>
<td>Review and adjust parking/loading facilities</td>
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<tr>
<td>Work with Associated British Ports to develop surface access to the ports of Ayr and Troon</td>
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<tr>
<td>Develop Asset Management Plans for each group of roads assets</td>
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<tr>
<td>Implement above Asset Management Plans</td>
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<tr>
<td>Develop a prioritised programme to deal with maintenance backlog on roads, footways, bridges, street lighting and cycleways</td>
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<tr>
<td>Implement the programme developed above</td>
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<tr>
<td>Continue with an appropriate level of maintenance on roads, footways, street lighting, cycleways and bridges carrying public roads</td>
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<tr>
<td>Develop improved access to the Port of Ayr</td>
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<tr>
<td>Work with partners to develop strategic and local upgrades to deliver the requirements of the Structure Plan</td>
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<tr>
<td>Pursue the case for a Maybole bypass with associated facilities for cycling, walking and public transport</td>
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<tr>
<td>Encourage the Scottish Government to upgrade the A77 to motorway standard north of Ayr</td>
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<tr>
<td>Pursue the improvement of major interchanges to allow priority for buses, coaches, taxis, motorcycles and freight vehicles</td>
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<tr>
<td>Introduce an area wide database for ranking each road, footway and cycleways by condition</td>
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<tr>
<td>Complete a bridge assessment for all bridges carrying public roads</td>
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<tr>
<td>Based on the results of the above bridge assessments, carry out necessary actions including strengthening or replacement where required</td>
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<tr>
<td>Continue to inspect and maintain coastal defences</td>
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<tr>
<td>Implement new and enhanced coastal protection measures where identified</td>
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</table>
### Core Objective

**C6** Better integrate transport and land-use planning in order to promote economic vitality and inform the Development Plan process.

### Targeted Objective

**T5** Assist in identifying transport constraints and potential scheme solutions for future land planning through the development plan process.

### Policies

**P28** The Council will prioritise the linkage of major transport hubs with other facilities through effective pedestrian routes.

**P29** The Council will require that new developments have cycle parking facilities and adequate access for cycle use and continue to install or seek installation of secure short to long term cycle parking at appropriate locations where there is a significant actual or potential demand for parking. The Council will work with partners to provide cycle access routes to major areas of activity.

**P30** The Council requires that road safety audits are carried out at the planning, design and construction stages of all developments as appropriate. Audits will appropriately address the various modes of transport being considered.

**P31** All new housing developments will be required to be planned as mandatory 20mph zones and 20mph areas will be promoted and installed, including part time mandatory 20mph speed limits outside schools, where appropriate.

**P32** The Council will require that large new developments are located where travel distances are minimised and where they provide good access to transport systems.

**P33** The Council will develop a pattern of land use that is integrated with all modes of transport including walking, cycling and public transport and will ensure that transport provision contributes to the release of and access to employment sites, and generally to the growth of the economy, to ensure job opportunities are available to all.

**P34** The Council will require that new developments provide facilities for pedestrians, cyclists, public transport, people with disabilities and speed reduction measures, where practical, and ensure that public rights of way are protected in the promotion of new transport proposals.

**P35** The Council will ensure that proposed new developments provide levels of parking in compliance with current Scottish Government guidance and do not encourage unacceptable levels of car use where alternatives are, or could be made, available.

**P36** The Council will provide supplementary planning guidance detailing developer contributions.

### Action Plan

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<tr>
<th>Action Plan</th>
<th>Short Term</th>
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<tr>
<td>Research the feasibility for better integration with other parts of Ayrshire</td>
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<tr>
<td>Develop proposals for upgraded and new bus and rail links to other parts of Ayrshire</td>
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<tr>
<td>Seek to introduce 4 trains per hour from Glasgow to South Ayrshire</td>
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<tr>
<td>Research, consult and develop initiatives to reduce car use</td>
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<tr>
<td>Develop land-use policies to reduce car dependency</td>
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<tr>
<td>Incorporate land-use policies developed above in the Local Plan</td>
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<tr>
<td>Implement land-use policies developed above</td>
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<tr>
<td>Monitor and adjust land-use/transport policies</td>
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<tr>
<td>Review locational policy</td>
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<tr>
<td>Review scope and mechanism for developer contributions</td>
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<tr>
<td>Develop supplementary planning guidance detailing developer contributions</td>
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<tr>
<td>Review and adjust supplementary planning guidance detailing developer contributions</td>
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<tr>
<td>Adjust supplementary planning guidance detailing developer contributions</td>
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<tr>
<td>Test the impacts of the proposals in the new Local Plan</td>
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<tr>
<td>Assist the Development Control Team in implementing the new land-use policies</td>
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</table>
Core Objective
C7 Better integrate different modes of travel and contribute to the development of multi-modal interchanges.

Targeted Objective
T4 Assist in the delivery of improved onward links from Ayr railway station; and T7 To work with the operators of Gateway Hubs in delivering their surface access strategies.

Policies
P37 The Council will support the transport of bicycles on bus and rail services.
P38 The Council will pursue the integration of local services, school transport and social services transport, where practical, including making full and efficient use of Council owned passenger carrying vehicles and encouraging the use of innovative transport modes providing adequate access, by as many modes of transport as possible, to employment and other facilities for rural communities.
P39 The Council will work with others to assist in the integration of the public transport network, through improved interchange facilities, Park-and-Ride, through ticketing, improved timetables and other initiatives.
P40 The Council will work with partners to promote the availability of taxis at key interchange points so that better integration between taxis and other modes is improved.
P41 The Council will work with SPT, Transport Scotland, train operating companies and GPA to upgrade and maintain bus and rail facilities to a high standard and to provide infrastructure where appropriate.
P42 The Council will seek to promote a Park-&-Ride scheme, complemented with passenger information systems and cycle and pedestrian facilities, to serve the town of Ayr and the surrounding area.

Action Plan

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<tr>
<td>Implement multi-modal interchanges</td>
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<tr>
<td>Implement Park-&amp;-Ride at Ayr Hospital</td>
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<tr>
<td>Investigate potential Park-&amp;-Ride sites to the north of Ayr</td>
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<tr>
<td>Develop Park-&amp;-Ride site to the north of Ayr</td>
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<tr>
<td>Work with Infratil Ltd to continue growth of GPA</td>
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<tr>
<td>Work with Infratil Ltd to develop and implement the Airport Surface Access Strategy</td>
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Core Objective

**C8** Provide guidance to users, operators, developers and others on matters of local policy, priorities and potential schemes.

## Policies

**P43** The number of taxis and private hire cars (PHC) in South Ayrshire is not limited. The Council will consider each taxi or PHC application.

**P44** The Council will consult in the event of relocation of existing taxi ranks or determination of appropriate locations for new taxi ranks so that the needs of users and operators are taken into account.

**P45** The Council will set out the standards for roads and transport design within the Council’s Roads Development Guidelines and apply these guidelines to the control of all new developments.

**P46** The Council will require proposed developments of a certain scale and/or potential impact to be examined through a Transport Assessment.

**P47** The Council will require that any proposed development that requires a Transport Assessment shall also have a Travel Plan (TP). Existing developments will be encouraged to develop TP.

**P48** The Council will develop a TP, initially amongst Council employees, as a positive measure to limit the growth in car commuting, and provide assistance to other organisations to do the same.

**P49** The Council will require that new developments adequately cater for walking trips where appropriate.

**P50** The Council will work with the Scottish Government, Network Rail and relevant freight operating companies to facilitate the efficient movement of freight, provide freight with appropriate routes and service accesses and to encourage freight transfer from road to air, sea and rail, where possible.

**P51** The Council will work with Central Government and Network Rail to provide new and enhance existing important rail links for freight and passengers between South West Scotland and mainland Europe, via the Channel Tunnel, and to expand the current programme of electrification to include the whole of South Ayrshire.

### Action Plan

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<tr>
<td>Develop a comprehensive taxi policy</td>
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<td>Review scope for maximum and minimum parking standards for new developments</td>
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<tr>
<td>Review previous development control parking standards</td>
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<td>Develop appropriate new development control parking standards, to reflect the new integrated transport strategy</td>
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<td>Implement new development control parking standards</td>
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<tr>
<td>Review and adjust development control parking standards to ensure strategy is ‘on target’</td>
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<tr>
<td>Implement adjusted development control parking standards, if necessary</td>
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<tr>
<td>Maintain and monitor the Council’s own TP</td>
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<tr>
<td>Review and adjust the Council’s own TP</td>
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<tr>
<td>Consult with large local organisations to encourage and assist them in developing their own TP</td>
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<tr>
<td>Develop and adopt TP guidelines to assist new developments</td>
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<tr>
<td>Work with Development Control to implement TP measures in new developments</td>
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<tr>
<td>Review and adjust TP guidelines to take into account land-use changes</td>
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<tr>
<td>Assist employers with developing and implementing TP measures identified above</td>
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<tr>
<td>Identify potential rail freight sites with Network Rail and Freight Operating Companies</td>
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<tr>
<td>Identify likely demand for intermodal terminals</td>
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</tbody>
</table>
Core Objective
C9 Increase opportunities, for walking and cycling and improve the quality, affordability and accessibility of public transport for accessing key community facilities.

Targeted Objective
T2 Provide local cycle networks in Ayr, Girvan, Maybole, Prestwick and Troon; and T3 Expand and enhance the QBC Network through partnership with operators and SPT including upgraded facilities at bus stops throughout South Ayrshire.

Policies
P52 The Council will investigate areas of high pedestrian demand with a view to the reallocation of road space to ease pedestrian congestion and improve the pedestrian environment.

P53 The Council shall aim to upgrade all pedestrian crossing points to have dropped kerbs and tactile paving.

P54 The Council will provide or require pedestrian stages at all new traffic signal installations where there is a proven or expected demand.

P55 The Council will take account of the needs of cyclists in the implementation of traffic management schemes and road developments.

P56 The Council will provide or require pedestrian stages at all new traffic signal installations where there is a proven or expected demand.

P57 The Council will work with SPT and other stakeholders to provide public transport as the most attractive and convenient option for most journeys and improve public awareness of public transport services by providing relevant publicity material. The Council will also co-operate with operators in providing comprehensive information about their services and support the provision of traveline Scotland as the telephone and internet service portal for public transport information.

P58 The Council will strive to maintain, where appropriate, levels of service of public transport systems which would otherwise be withdrawn without financial support from the Council and SPT and work with SPT to apply fares on tendered services, with a philosophy of maximising best value.

P59 The Council will, where appropriate, develop Quality Partnerships with bus operators, SPT and other organisations and will pursue, where relevant, measures specifically related to promoting the use of public transport, such as bus priority schemes to improve bus service provision in the area.

P60 The Council will promote public transport for socially excluded groups and communities, which includes women, the elderly, the young, the mobility challenged and ethnic minorities to provide access to employment and other facilities. This would also include providing taxi concessionary fares schemes.

P61 The Council will improve access to the main town centres by enhancing public transport, walking and cycling facilities, to offer attractive sustainable transport alternatives.
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<th>Action Plan</th>
<th>Short Term</th>
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<tbody>
<tr>
<td>Identify new traffic signal improvements and pedestrian crossings</td>
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<tr>
<td>Install new traffic signal improvements and pedestrian crossings</td>
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<td></td>
</tr>
<tr>
<td>Review core pedestrian route networks</td>
<td>•</td>
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<tr>
<td>Upgrade pedestrian routes in phase 2 of QTC subject to funding</td>
<td>•</td>
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<tr>
<td>Complete upgrading of Ayr Town Centre underpasses</td>
<td>•</td>
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<tr>
<td>Carry out refurbishment of Turners Bridge in Ayr</td>
<td>•</td>
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</tr>
<tr>
<td>Continue to develop local cycle networks</td>
<td>•</td>
<td>•</td>
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</tr>
<tr>
<td>Implement cycle parking in new developments and other identified locations</td>
<td>•</td>
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<tr>
<td>Introduce cycling facilities in phase 2 of the QTC’s subject to funding</td>
<td>•</td>
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<tr>
<td>Introduce advance cycle stoplines in all appropriate signal installations</td>
<td>•</td>
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<tr>
<td>Identify junctions which need to be made safer for cyclists</td>
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<tr>
<td>Modify junctions above or find alternative routes for cyclists</td>
<td></td>
<td>•</td>
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</tr>
<tr>
<td>Work with external organisations and local communities to identify improvements to cycle facilities</td>
<td>•</td>
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<tr>
<td>Develop multi-modal partnerships with SPT and public transport operators</td>
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<tr>
<td>Implement further QTC’s subject to available funding</td>
<td>•</td>
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<tr>
<td>Implement selective vehicle detection at all relevant traffic signals</td>
<td>•</td>
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<tr>
<td>Continue to upgrade well used bus stops</td>
<td>•</td>
<td>•</td>
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</tr>
<tr>
<td>Improve and extend existing parking facilities at railway stations</td>
<td>•</td>
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<tr>
<td>Implement real time public transport information systems on QTC’s where feasible</td>
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<tr>
<td>Support/promote the operation of traveline</td>
<td>•</td>
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<tr>
<td>Improve cycle rack provisions and safety at schools</td>
<td>•</td>
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<tr>
<td>Expand the availability of Dial-a-Bus and Dial-a-Taxi networks</td>
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<tr>
<td>Maintain new levels of Dial-a-Bus and Dial-a-Taxi networks</td>
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<td>•</td>
<td></td>
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<tr>
<td>Improve pedestrian and cycle facilities to enhance opportunities for independent mobility</td>
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</tbody>
</table>
Core Objective
C10 Provide a deliverable and measurable action plan covering all aspects of transportation over the short, medium and longer term as part of the LTS.

Policies
P62 The Council will maintain flexibility within the overall revenue budget to maximise efficiency and effectiveness, and to pursue the development of a strategy of needs based budgeting.
Introduction
The Road Traffic Reduction Act 1997 requires South Ayrshire Council to measure and examine the levels of local traffic on its road network. South Ayrshire Council is responsible for predicting the future traffic growth and subject to its suitability set road traffic reduction targets for the area. The Council is not obliged to specify targets where it can be justified that it would be inappropriate to do so.

The act does not take motorways or trunk road into consideration however the regulation does acknowledge the impact trunk road traffic has on the local road network.

Existing Traffic Levels
In order to monitor traffic flow in South Ayrshire the Council operates and maintains 38 traffic counters, 10 cycle counters and 1 pedestrian counter. The data from these counters is then used to monitor the traffic flow trends and assess the success of traffic reduction policies on the traffic growth levels.

Road Traffic Reduction Act 1997 Target
South Ayrshire Council considers that steps should be taken to create a policy for reducing traffic levels. The Council feels that the first step towards this is the provision of high quality value-for-money alternatives.

The success of South Ayrshire Council’s ‘Local Cycle Feeder Routes Serving South Ayrshire’ project has provided an admirable network for sustainable transport users. Offering such routes may well encourage people to make short trips by walking or cycling instead of their car. This has laid the foundations for future cycle and walking developments to take place in the area.
8. MONITORING & EVALUATION

**Key Performance Indicators**

**Objective C1** Encourage greater modal share of trips by walking and cycling to assist in the promotion of a healthier lifestyle and lessen environmental impact during the period of the LTS.

- **Key Indicator**: Modal Share
- **Source**: Census Data
- **Baseline**: Walk 21%, Cycle 1%, Bus 13%, Train 3%, Car Driver 45%, Car Passenger 13%
- **Target**: Walk - Increase, Cycle - Increase, Bus - Increase, Train - Increase, Car Driver - Decrease, Car Passenger - Increase

**Objective C2** Prioritise the protection of human health in urban areas and flora and fauna in more rural areas, from the adverse effects of transport activities.

- **Key Indicator**: Air Quality
- **Source**: AQMS / EU Targets
- **Baseline**: Existing emission levels
- **Target**: Stabilisation in overall emissions, Reduction in emissions per person km.

**Objective C3** Achieve a year-on-year reduction in the number of killed and seriously injured and enhance the personal safety of those in South Ayrshire.

- **Key Indicator**: Scottish Road Safety Target
- **Source**: Accident Injury Prevention Unit
- **Baseline**: KSI – 120, Child KSI – 21, Slight Casualties - 349
- **Target**: KSI – 71, Child KSI – 11, Slight Casualties - 311

**Objective C4** Identify locations of concern for the safety and security of the travelling public and work with partners to address these.

- **Key Indicator**: Perceptions of safety while travelling by bus/train
- **Source**: Scottish Household Survey
- **Baseline**: 9.1% males, 11.4% females not safe/particularly safe using bus services in the evening, 13% males, 23.5% females not safe/particularly safe using rail services in the evening.
- **Target**: Reduction
### Objective C5
Support economic development by promoting interventions that reduce constraints such as congestion, and enhance the efficiency of the transport network for both users and operators.

<table>
<thead>
<tr>
<th>Key Indicator</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journey times</td>
<td>Traffic model / Traffic Surveys for four routes: Shawfarm Roundabout to Racecourse Road Station Road Bridge to Whitletts Roundabout Station Road Bridge to Holmston Roundabout Station Road Bridge to A77 at Maybole Road</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Baseline</th>
<th>Traffic model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target</td>
<td>Stabilisation or improvement</td>
</tr>
</tbody>
</table>

### Objective C6
Better integrate transport and land-use planning in order to promote economic vitality and inform the Development Plan process.

<table>
<thead>
<tr>
<th>Key Indicator</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modal share in new developments</td>
<td>Travel Plans / Traffic Surveys</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Baseline</th>
<th>Travel Plan targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target</td>
<td>Travel Plan targets</td>
</tr>
</tbody>
</table>

### Objective C7
Better integrate different modes of travel and contribute to the development of multi-modal interchanges.

<table>
<thead>
<tr>
<th>Key Indicator</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modal share</td>
<td>Park-&amp;-Ride availability/usage</td>
</tr>
</tbody>
</table>

| Baseline | 474 car parking spaces at South Ayrshire stations. 91% usage. 65 spaces/lockers for cycle parking at South Ayrshire stations. |
| Target   | Increase in capacity, stabilise % usage at 80%-90%. |

### Objective C8
Provide guidance to users, operators, developers and others on matters of local policy, priorities and potential schemes.

<table>
<thead>
<tr>
<th>Key Indicator</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>The issue of advice notes.</td>
<td>Website counter, advice notes issued by post.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Baseline</th>
<th>Total issued in previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target</td>
<td>Increase</td>
</tr>
</tbody>
</table>

### Objective C9
Increase opportunities, for walking and cycling and improve the quality, affordability and accessibility of public transport for accessing key community facilities.

<table>
<thead>
<tr>
<th>Key Indicator</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modal Share</td>
<td>Census Data / Public Transport Users Questionnaire</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Baseline</th>
<th>Walk 21% Cycle 1% Bus 13% Train 3% Car Driver 45% Car Passenger 13%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target</td>
<td>Walk - Increase Cycle - Increase Bus - Increase Train - Increase Car Driver - Decrease Car Passenger - Increase</td>
</tr>
</tbody>
</table>