

Ayr to Prestwick Active Travel Route – Stakeholder and Public Consultation Briefing

An ArcGIS Storymap site for the Ayr to Prestwick scheme was created in order to share project information and ultimately obtain feedback associated with a potential new/improved route through the study area from the public, local businesses and stakeholders. The site also included a questionnaire to understand what modes of travel are currently used and capture the local active travel behaviour and opinions. It also provided the opportunity for the public and stakeholders to give more specific and detailed feedback. The site was launched in July 2022, and during the course of the initial engagement period to November 2022, it generated 864 views and 158 survey responses.

Direct consultation with key stakeholders was initiated through the dispersion of preliminary consultation packs showing the study area and a summary of the aims and objectives of the scheme. The key stakeholders identified were as follows:

- South Ayrshire Paths Initiative
- South Ayrshire Council Outdoor Access Officer

This feedback has been collated and used to generate and optimise the potential options and ensure that the design of the active travel route will be tailored to the needs of the end users. The stakeholder feedback obtained by direct consultation is summarised in **Table 1-1** below.

Stakeholder Consultation Feedback

Stakeholder	Summary of Comments
South Ayrshire Paths Initiative	<p>The following is a summary of the comments issued by the South Ayrshire Paths Initiative:</p> <p><i>“SAPI fully support this initiative to improve the AT corridor between Prestwick and Ayr while considering the coastal environment and local commerce and leisure activities. We have mentioned our concern in developing the route along the golf course, but we appreciate the complex planning and landowner discussions required on a route in a residential and industrial area.”</i></p> <p>A summary of the main comments can be provided upon request.</p>
South Ayrshire Council Outdoor Access Officer	<ul style="list-style-type: none"> • An improved link through the area, and to/ from the train station, would be a great benefit, for local residents and visitors to South Ayrshire. • The views along the Ayrshire coast would make this active travel route very attractive. • Challenges are presented from the current route, which impacts people with reduced mobility – especially the route on the west coastline adjacent to the golf course.

Table 1-1: Stakeholder Consultation Feedback Summary