



Active Travel Strategy

West Dunbartonshire Council



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On Behalf of



Foreword

I am delighted to introduce West Dunbartonshire Council's Active Travel Strategy.

The strategy recognises the crucial role that active travel can play in mitigating climate change and empowering people to make journeys in a more sustainable and affordable way.

We know that car ownership in West Dunbartonshire is at a lower rate than the national average, providing a real opportunity for change in our area.

In developing the active travel strategy, we have spoken to residents and stakeholders and carried out in-depth research into the journeys currently made.

We want to encourage residents to swap short car journeys for active travel and it is part of the Council's role to ensure options are available to make walking, wheeling or cycling easier and more attractive.

This active travel strategy aims to identify gaps in connectivity at a local level and proposes appropriate changes and upgrades to improve access, understanding and safety, allowing for active travel to become a mode of choice.

It is aimed to make transport modes accessible for all, regardless of income, mobility and location; reduce transport emissions

and congestion to improve air quality; and unlock healthy lifestyles through active living. It also aims to improve the quality of public transport and integrate different modes of public transport, ensuring future resilience by improving connectivity across the region.

This vision forms the basis of this strategy, ensuring a coherent, effective, and informed approach aimed at helping West Dunbartonshire become an area which embraces active travel for the benefit of everyone.




Councillor David McBride
**Convener of Infrastructure,
Regeneration and Economic
Development**

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A scenic view of a bridge over a river at sunset. The bridge has a large, arched steel truss structure. The sun is low on the horizon, creating a warm glow. In the foreground, there is a paved path with a metal railing. A blue directional sign is mounted on the railing, pointing left. The sign lists distances to Renton (1 1/4 miles), Dumbarton (4 miles), and Glasgow (20 miles). It also features icons for a bicycle, a bus, and a pedestrian.

Introducing the Strategy

Why does West Dunbartonshire need an active travel strategy? In this section we provide necessary definitions and answer this question to understand why the strategy is being developed and what our vision is for active travel.

Defining Active Travel

What is active travel?

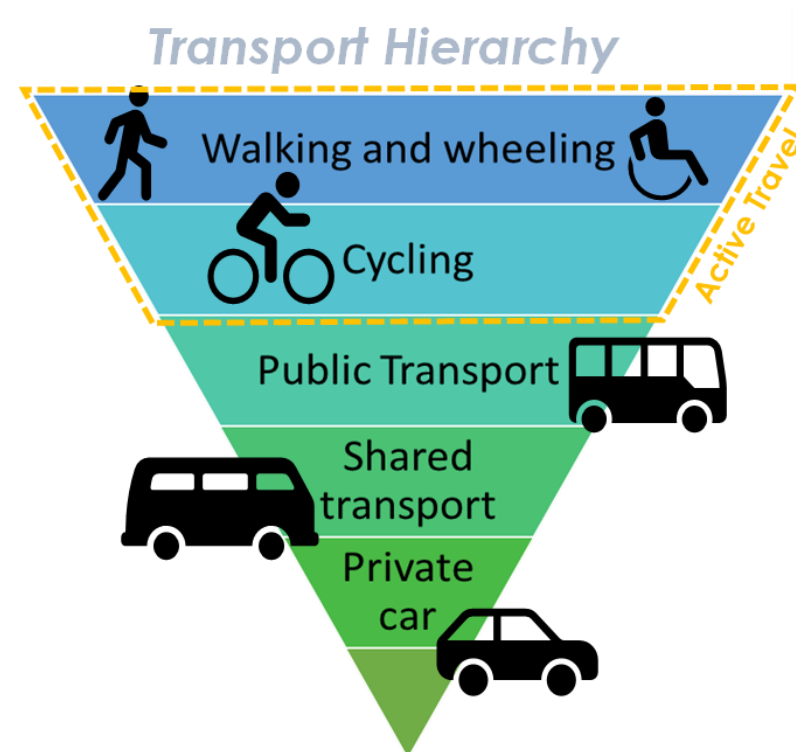
According to Transport Scotland¹ “Active Travel refers to journeys made by modes of transport that are fully or partially people-powered, irrespective of the purpose of the journey. It includes walking, people using wheelchairs, cycling (including e-bikes) to name a few. Active travel modes are at the top of the transport hierarchy and should be prioritised accordingly, with walking and wheeling considered first, followed by cycling, then the remainder of the modes, as per the Transport Hierarchy diagram.”

The transport hierarchy¹ is a framework used to prioritise different modes of transport based on their sustainability, accessibility, and overall benefit to public health and the environment. In Scotland the National Transport Policy has declared that this hierarchy will be embedded in all policies and will be used as a tool to address national priorities.

Why an active travel Strategy?

The West Dunbartonshire Active Travel Strategy outlines our vision and plan for promoting walking, wheeling, and cycling within our community in alignment with Scotland's national ambitions. At the heart of this strategy lies an understanding of both national priorities and local needs. Scotland's push towards active travel is driven by the recognition of its crucial role in mitigating climate change, encouraging greener transport, and providing sustainable, affordable and accessible transport for all members of society. As part of this broader context, West Dunbartonshire Council recognises the importance of active travel and its potential in addressing local challenges and unlocking wider benefits. By increasing our focus on active travel, we aim to enhance the health and well-being of our residents, improve air quality, reduce congestion, and contribute to the economic vitality of communities.

An active travel strategy identifies gaps in active travel connectivity at a local level and proposes appropriate changes and upgrades to improve access, understanding, and safety, allowing for active travel to become a mode of choice. This strategic approach enables us to identify vital local needs to increase walking, wheeling, and cycling throughout our region.



Benefits of Active Travel

Improved active travel can have numerous positive impacts on our communities and is associated with a number of benefits including:

Promotion of **physical health** to improve cardiovascular health, strengthen muscles, and maintain a healthy weight².



Transport Scotland² states that “integrating active travel into a commute is a sustainable way of engaging in exercise, which is important as maintaining consistent levels of physical activity is crucial to accruing the associated health benefits”.



Active travel contributes to **mental well-being** by reducing stress levels and improving mood with users being more satisfied with this form of transport than any other².

It fosters **community** engagement and interaction, as people share experiences and connect during their journeys³.



Active travel can be more **cost effective**. According to Sustrans¹ “the amount saved for each mile walked or wheeled instead of driven ranges from **19p** in Dunfermline, to **72p** in Glasgow”⁴.



Active travel reduces carbon emissions⁵ and pollution, helping to mitigate climate change and create more **sustainable** urban environments.



Inclusion of **step-free access** and improved walkways can greatly improve the experience for all users and make transport more accessible to everyone⁶.



Walking, wheeling, and cycling are associated with many benefits including physical, mental, social, and environmental dimensions. Active travel is a holistic approach to transportation that benefits individuals, communities, and the planet alike.

Strategy Overview

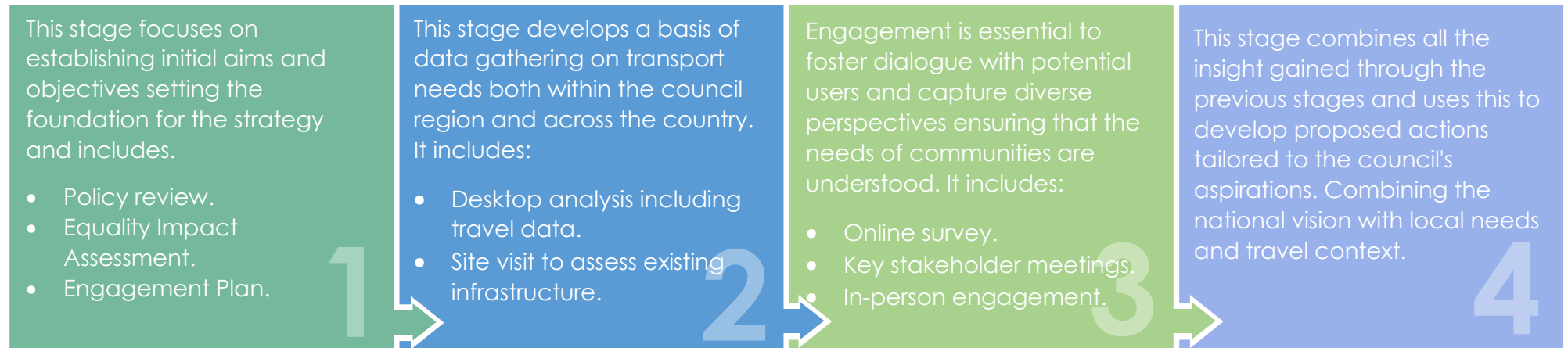
Strategy Overview

Guidance published by Transport Scotland¹ has been followed to ensure a consistent approach to strategy development. The process followed to develop these actions and prepare this strategy are shown below:

Baseline	Data Gathering	Engagement	Action List Development
Part of a National and Regional Vision: A summary of relevant policy from a national, regional, and local level providing the strategic context in which this strategy will sit.	West Dunbartonshire at a Glance: Provides insight into the existing geographic, transport and active travel context based primarily on desk top study and census data.	Our Travel Needs: Focuses on the travel needs and desires of the community through assessment of all engagement activities and through a cycle network plan.	Actions and Outcomes: This discusses the development of the proposed action list and outlines all actions to be taken forward including routes, associated infrastructure, policy, and behaviour change.

Strategy Development

Following this introduction, the strategy is broken into four sections, each linked to one of the above steps in the process.



Strategic Vision

After reviewing national, regional, and local policy, we have developed our own strategic active travel vision for the region:

Our vision is to create a future West Dunbartonshire where walking, wheeling, and cycling are the preferred modes of everyday journeys, fostering a more sustainable, healthy, vibrant, and inclusive community.

This vision will form the basis of this strategy, ensuring a coherent, effective, and informed approach aimed at helping West Dunbartonshire become an area which embraces active travel and equally benefits from its positive attributes.



A scenic view of a bridge over a river at sunset. The bridge has a large, arched metal structure. In the foreground, there is a paved path leading towards the bridge, bordered by a metal railing. A blue directional sign is mounted on a post next to the path. The sign has white text and icons. The background shows a river and some trees under a hazy sky.

Part of a National, and Regional Vision

This strategy does not stand on its own but forms links with our wider ambitions within the council, as well as the regional and national vision. This section draws out some of the key links with existing policies across all levels of governance.

Policy Context

Through an examination of national, regional, and local policies we have ensured that this strategy aligns with our existing ambitions for both West Dunbartonshire and the broader context. By thoroughly assessing existing policies at various levels of governance, we aim to ensure that our strategy harmonises with the overarching priorities of our community. This comprehensive review allows us to identify themes, address potential conflicts, and leverage opportunities for strategic collaboration. Through this process, we aim to create a consistent and integrated approach to active travel that reflects the unique needs and aspirations of our region while contributing to broader sustainable development objectives.

Several policies at each level impact active travel, key themes of the analysis conducted are discussed below however summaries of each policy reviewed are outlined in Appendix A.

Across the policy documents reviewed there were common themes which emerged:

- **Climate Change and Carbon Emissions**
- **Safety**
- **Economic Growth**
- **Health and Well-being**
- **Inclusivity and Equality**



National Policy

At a national level, a growing concern is climate change leading to commitments to reducing greenhouse gas emissions with the Scottish Government pledging to reach net zero by 2045. Climate change is now a consideration in most strategies along with well-being and economic growth. The **National Planning Framework 4 (NPF4)**⁷ has three policy themes which reference climate needs including: *sustainable places, liveable places, and productive places* with the intent “*to encourage, promote and facilitate developments that prioritise walking, wheeling, cycling and public transport for everyday travel and reduce the need to travel unsustainably.*”

In terms of transport, a key document is the **National Transport Strategy (NTS2)**⁸ which has four main priorities. Any initiatives put in place to address these should be informed by the Sustainable Travel Hierarchy:

Reduce
inequalities



Take
climate
action



Deliver
economic
growth



Improve
health and
wellbeing



Walking, wheeling, and cycling form the top tiers of the transport hierarchy which has been recognised by governance at all levels. **Scotland's Active Travel Framework (SATF)**⁹ vision for 2030 is that “*Scotland's communities are shaped around people and place, enabling walking and cycling to be the most popular modes of travel for short, everyday journeys*”. Active travel is also referred to as walking, wheeling, and cycling which emphasises the need for equity in active travel provision. **Going Further**¹⁰ (the national accessible travel framework) emphasises disabled people should be considered at the start of transport solutions rather than as an afterthought. This is echoed in the SATF's outcomes outlined to the right.

List of relevant National Policies:

- National Planning Framework 4 (2023)
- National Transport Strategy 2 (2020)
- Active Travel Framework Scotland (2019)
- Going Further: Scotland's Accessible Travel Framework (2016)
- Cycling Framework and Delivery Plan for Active Travel in Scotland, 2022-2030
- Let's get Scotland Walking - The National Walking Strategy (2014)
- Scotland's Road Safety Framework to 2030 (2021)
- Climate Change Plan 2018-2032
- Climate Ready Scotland: climate change adaptation programme 2019-2024
- Public Health Priorities for Scotland (2018)
- Cleaner Air for Scotland 2 (2021)

Scotland's Active Travel Framework Outcomes

- Increase the **number of people** choosing active travel.
- High quality active travel **infrastructure** for all.
- Active travel is **safer** for all.
- Active travel is **available** for all.
- Active travel **delivery promoted and supported** by range of partners.

Regional Policy

West Dunbartonshire forms part of a greater region made up of nearby authorities including neighbouring councils, Glasgow City and the Loch Lomond & The Trossachs National Park. An essential document outlining the transport ambitions of the area is the **Regional Transport Strategy (RTS)**¹¹ published by Strathclyde Partnership for Transport (SPT). This highlights the transport needs for the region and outlines five key issues, noted below.

- Provide **access to all** through the various transport modes.
- Reduce **transport emissions**.
- Unlock healthy lifestyles through **active living**.
- Improve **public transport** quality and modal integration.
- Ensure future resilience by improving **regional connectivity**.

Active travel can contribute to each one of these and the RTS highlights this by having a policy dedicated to *Enabling Walking, Wheeling, and Cycling*.

This is further emphasised in the **Clydeplan development plan**¹² which vision includes low carbon, connectivity, and health and well-being, among others. This strategy also lists several locations that should be a focus for development in the area.

West Dunbartonshire has six neighbouring authorities. Some of these already have their own active travel strategies such as Glasgow or East Dunbartonshire but even those that don't reference the need for walking, wheeling, and cycling in local development plans or their websites. Each has been reviewed with a focus on existing and future routes connecting them with West Dunbartonshire.

List of relevant Regional Policies:

- *Strathclyde Partnership for Transport Regional Transport Strategy (2023-2038)*
- *Clydeplan Strategic Development Plan (2017)*
- *Live Park: Loch Lomond & the Trossachs National Park – Local Development Plan (2017)*
- *Glasgow's Active Travel Strategy 2022-2031*
- *Argyll and Bute Local Development Plan 2 (2024)*
- *Renfrewshire Local Transport Strategy (2017)*
- *East Dunbartonshire Active Travel Strategy 2023-2030*

Active Travel in Neighbouring Authorities

- Loch Lomond & The Trossachs National Park contains the West Loch Lomond Cycle path which starts in West Dunbartonshire connecting Balloch to Tarbet¹³.
- Glasgow City Council and West Dunbartonshire are already linked through NCN 7 and NCN 745 and there is an on-road cycle lane on Great Western Road up to the council border¹⁴.
- Part of Argyll and Bute Council's future plan includes the development of the Helensburgh to Cardross / West Dunbartonshire cycleway¹⁵.
- The Renfrewshire Council active travel strategy includes the action to link areas like Linwood to the Erskine Bridge across the River Clyde¹⁶.
- In Stirling the NCN 7 already connects Balloch to Drymen¹⁷.

Local Policy

Within our own region, we have **the Local Development Plan 2 (LDP2)¹⁸** which sets out our spatial plans for the area. The LDP2 has an underlying theme of Climate Change for all goals and initiatives, with specific emphasis on the reduction of carbon emissions and taking a green infrastructure first approach. Our **Climate Change Strategy¹⁹** includes sustainable travel as a key programme to inspire change and lists "*Improving Infrastructure for walking, cycling and remote working*" as a key investment priority.

Within the LDP2 there is a spatial strategy which is divided into two focus areas: key development and regeneration areas (termed Delivering Our Places), and key assets. The role that transport, and specifically active travel, can play relating to both is in improving connectivity specifically focusing on:

Town Centres

- Aimed at creating vibrant and liveable spaces of which a modal shift contributes to car free areas in the city.
- Likewise, active travel should form part of the links creating a 'network of strategic town centres'.

Business and Industry

- Active travel routes should focus on linking the population with the economic areas.
- The economy is a key priority that should aim to address inequalities.

Greenspace

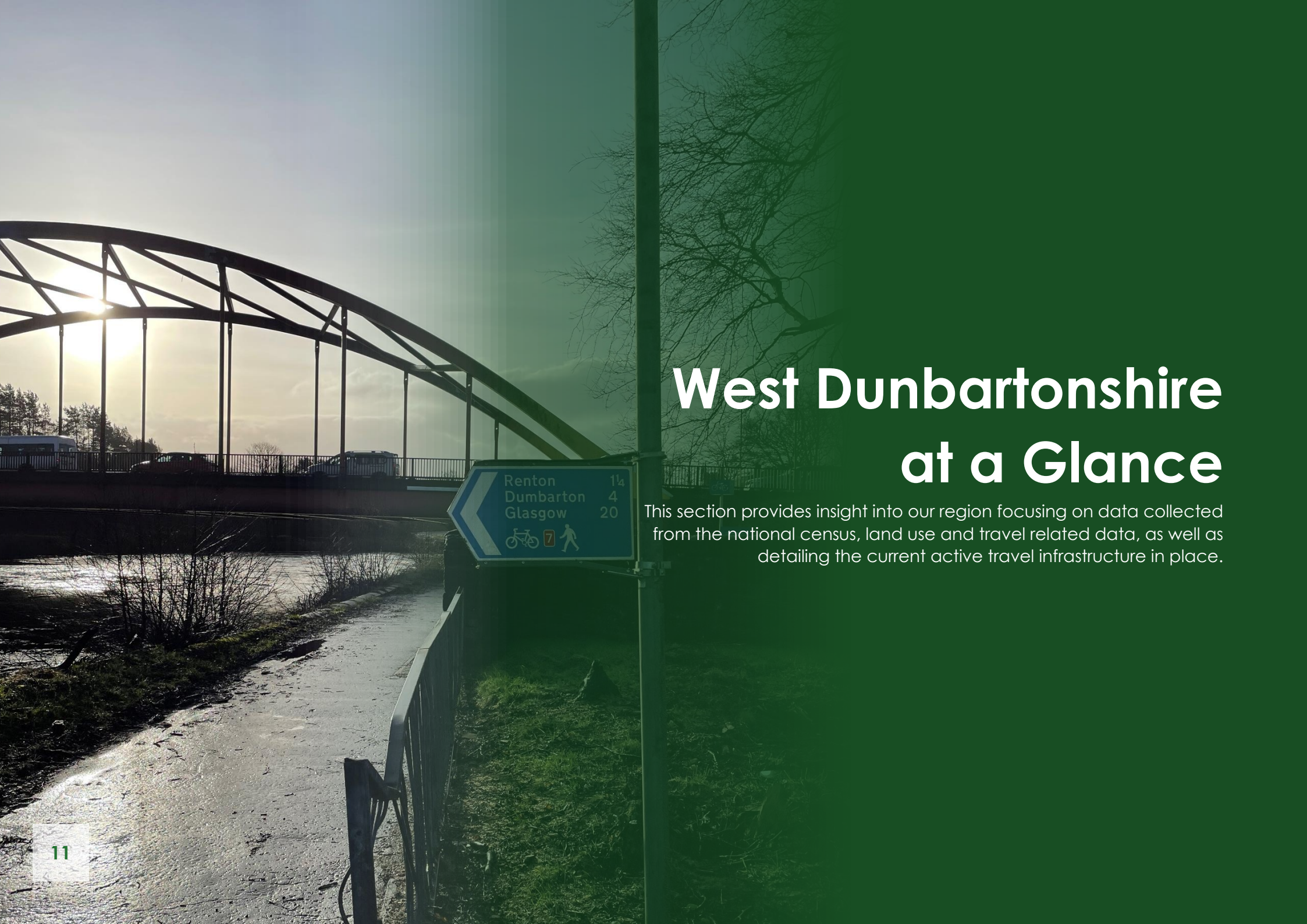
- West Dunbartonshire has a large rural area with multiple green assets with specific goals to promote health, recreation, and well-being.
- This has been emphasised in '**Our Green Network Supplementary Guidelines**' which state the need for active travel links and provide specific guidance for such initiatives.

List of relevant Local Policies:

- Local Development Plan 2 (2020)
- Climate Change Strategy (2021)
- Strategic Plan 2022-2027
- Road Safety Plan (2011)
- Our Green Network Supplementary Guidelines (2015)

These are also further related to the council's vision for the area as specified in the **Strategic Plan 2022-2027²⁰**. The strategic priorities include improving:

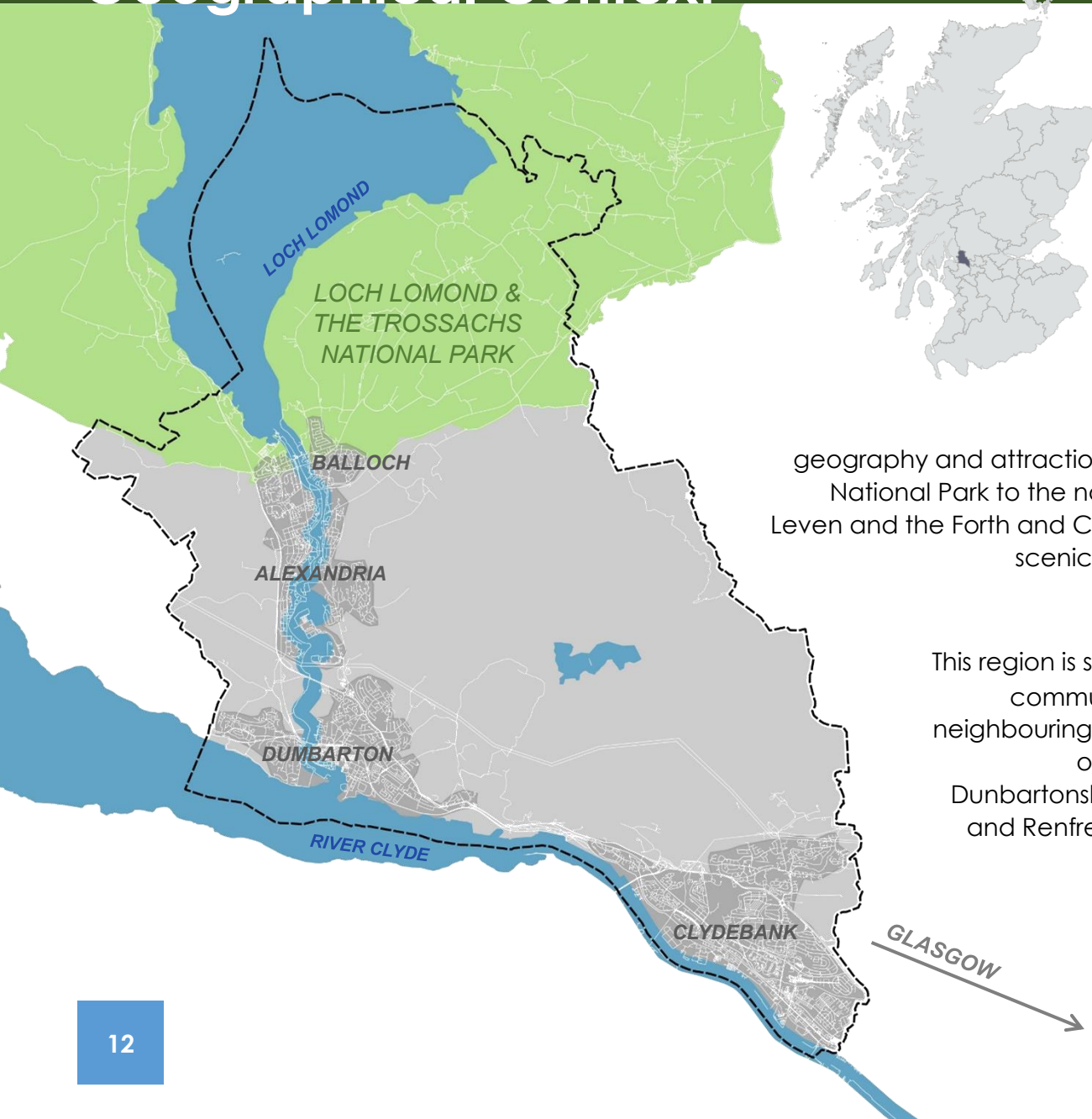
- **Our Communities:** Supporting resilient and thriving communities
- **Our Environment:** Working towards a greener future
- **Our Economy:** Creating a strong and flourishing economy



West Dunbartonshire at a Glance

This section provides insight into our region focusing on data collected from the national census, land use and travel related data, as well as detailing the current active travel infrastructure in place.

Geographical Context



Key Settlements

West Dunbartonshire is a region characterised by a blend of urban and rural landscapes. The main towns within the area are **Clydebank, Dumbarton, Alexandria, and Balloch**, each located on the southern and western edges of the council area, limited by topography.

Landscape and Leisure

The central area of the region is dominated by **hills and lochs** limiting development but simultaneously providing an area of natural attraction. Along with the hilly landscape, **water** is a significant feature of the region's geography and attractions. The area is bordered by Loch Lomond and the Trossachs National Park to the north, and the River Clyde to the south. Additionally, the River Leven and the Forth and Clyde Canal traverse the central urban areas, enhancing the scenic beauty and providing numerous recreational opportunities.

Our Neighbours

This region is strategically situated adjacent to **Glasgow city**, generating commuter trips to outside of the authority boundary. In addition to neighbouring Glasgow City Council, West Dunbartonshire borders several other councils, including Stirling Council to the northeast, East Dunbartonshire Council to the east, Argyll and Bute Council to the west, and Renfrewshire Council to the south, across the River Clyde, with the Erskine Bridge serving as a vital crossing point.

Existing Active Travel Infrastructure

West Dunbartonshire already has existing active travel routes. Key pieces of infrastructure are highlighted below. These are complemented by some localised provision of shared use paths and cycle lanes.

Loch Lomond Walking paths

The national park functions under its own authority and has its own path network dedicated predominantly to leisure.

Core Paths

We already have an established network of core paths as specified in our Core Paths Plan ²¹. The plan outlines a system of local paths aimed at “giving the public reasonable access throughout their area”²²

NCN Route 7

The NCN 7 runs through most of the region and a large part of the route runs parallel to a water course.

Bowline

This section of the NCN 7 was upgraded and reopened in September 2021 and acts as a case study for the region.

NCN Route 745

A limited section of the NCN 745 runs in the southeast of West Dunbartonshire

Transport Context

This strategy seeks to provide the most appropriate solutions for West Dunbartonshire. To help achieve this, it is essential to understand the current context with which our community lives. An extensive desktop study focusing on census²³ data and supporting sites such as DataShine²⁴ or Crashmap²⁵ provides insight into the region.

People of West Dunbartonshire:

23% of the population say their day-to-day activities are limited by **long term health problem or disability**.

Cycling can have additional benefits for disabled people related to both their physical and mental health but *“many disabled people don't get to enjoy the amazing benefits of cycling because of barriers that are put in their way; be they physical, attitudinal or otherwise.”*²⁶. Any new or upgraded active travel infrastructure or initiatives should be completed in accordance with relevant inclusivity guidance to ensure they are accessible to all.

17.6% of the population is **under the age of 16**.

According to Transport Scotland ²⁷ *“children and young families are disproportionately affected by unsafe or inaccessible street design when compared with other groups”*.

Destinations associated with young people such as schools should be accounted for.

22% of the population is **over the age of 60**.

Scotland's population is ageing meaning an increasing percentage of the population will be over 65 ²⁸. To ensure West

Dunbartonshire is futureproofing its transport system active travel should include *“encouraging older people to engage in active travel such as cycling or walking could have health benefits and reduce isolation”*²⁹.

Women make up 52% of the population and yet only **13% cycle** to work.

Despite making up more than half the population women are significantly less likely to cycle than men and this reflects national trends ³⁰. In their study on Travelling in a Woman's Shoes ³¹ Arup found that *“while women view cycling as good for health, this is negated by the perception that it is the least safe way to travel”*.

Active travel should go beyond physical infrastructure to ensure users feel safe to travel.

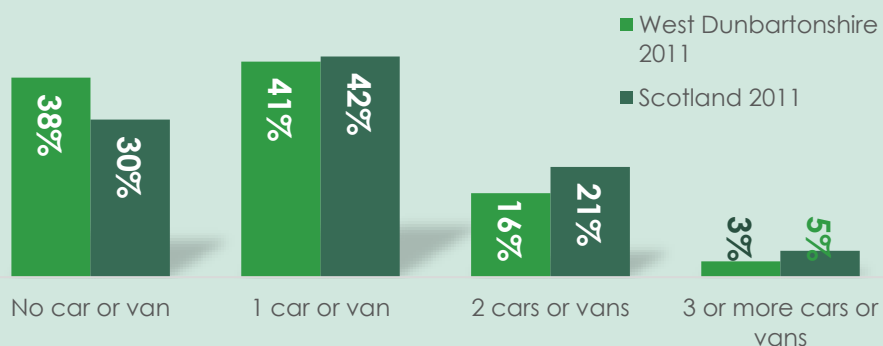
How are people travelling?

A third of **traffic safety** incidents involve pedestrians, while approximately 10% involve cyclists ²⁵.

Casualty Hotspots

Most casualties involving cyclists or pedestrians occur on main roads such as the **A811** in Alexandria or **Glasgow Road** in Dumbarton. Clydebank has the most incidents but has as many on **residential streets** as on the town's main roads.

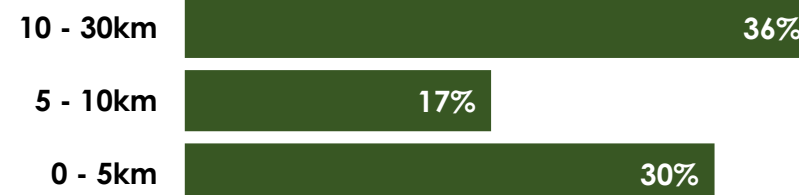
Fewer households in West Dunbartonshire **own private vehicles** than the national average, showing an existing user base for alternative more sustainable travel modes.



Commuter trips are vehicle focused with **64% of work trips made by car** and only 20% and 8% by public transport and active travel respectively.

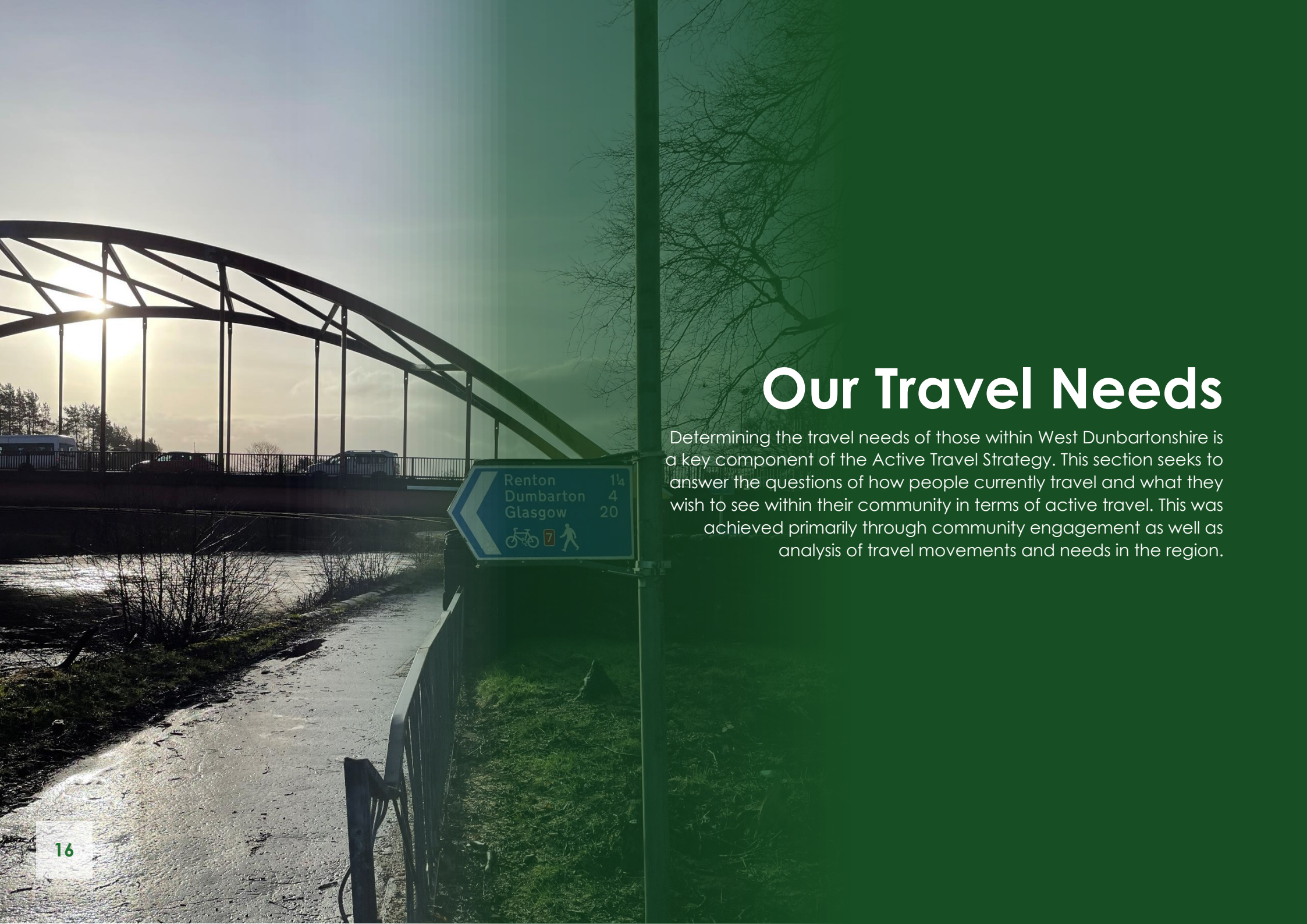
On the contrary, education-based trips are completed on public transport for 30% and **32% by foot** and only 26% by private vehicle.

West Dunbartonshire distances travelled by car to school and work:



Most short distance commuter trips are within West Dunbartonshire and head towards the centres of **Dumbarton and Clydebank**. The shorter distances are prime opportunities for modal shift to active travel.

Longer trips out of the region are towards **Helensburgh** and **Glasgow**²⁴. The longer trips could imply a need for greater public transport integration.



Our Travel Needs

Determining the travel needs of those within West Dunbartonshire is a key component of the Active Travel Strategy. This section seeks to answer the questions of how people currently travel and what they wish to see within their community in terms of active travel. This was achieved primarily through community engagement as well as analysis of travel movements and needs in the region.

Engaging with community and stakeholders

Effective engagement is central to our desire to deliver an active travel strategy that reflects the unique needs and aspirations of communities across West Dunbartonshire. The development of this strategy was supported by a Stakeholder Engagement Programme that enabled a two-way process of dialogue between the council and those engaged with to:

- Identify Active Travel and Behaviour Change issues and opportunities based on the local area and its users.
- Share and understand the desires for future connections across West Dunbartonshire.
- Provide an opportunity to build collaborative and long-term working relationships.
- Provide a platform to obtain accurate and up to date information and inform outcomes.

The overall desire of the engagement programme was to reach as many people as possible and to capture the views of those living, working, and visiting West Dunbartonshire.

In line with the principles of the Engaging Communities Toolkit³² for West Dunbartonshire, the Stakeholder Engagement Programme was carried out using a variety of communication tools and techniques. These included virtual meetings, online surveys, and in-person events. In this strategy we discuss key insights from the engagement process, however a full report is available in Appendix B.



Briefing workshops consisting of **virtual one-on-one** meetings with local, regional, and national stakeholders. Providing an opportunity to build collaborative working relationships aimed at improving active travel in the region.



Promotional posters designed to help maximise our reach were communicated through various channels such as social media, email, local newspapers, and provided in hard copy at engagement events.



Four **in-person** drop in events were held in March 2024 occurring at local centres in Clydebank, Alexandria, Balloch, and Dumbarton.



A six-week **public survey** was held online. QR codes and links were shared on posters and at all engagement events and resulted in 122 responses.



Direct engagement with Councillors, education providers and Community Councils provided a variety of perspectives and a broader knowledge base of West Dunbartonshire and its ambition for active travel.

What you had to say

Public Engagement Events

Community Councils were well represented at these events and emphasised the active travel focus expected within upcoming local place plans which they are developing.

The events highlighted specific areas which are not accessible to active travel users including the **Old Military Road** to Gartocharn, the **A813** to Bonhill, as well as **Kilbowie Roundabout**. It was further emphasised that the NCN provides useful routes, however lighting and crossing facilities could be improved.

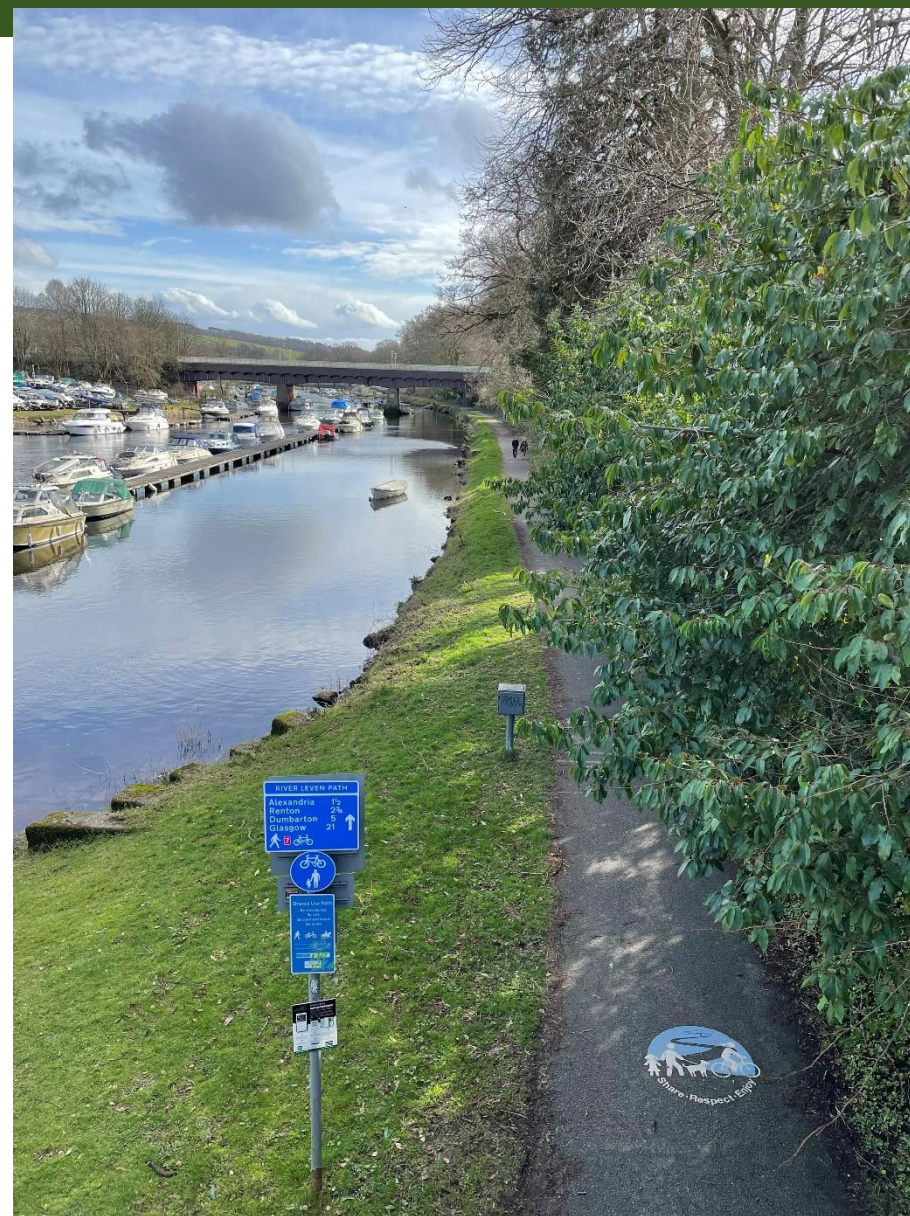
Briefing Workshops

These workshops highlighted the need to link the strategy with **local place plans** and the 20-minute neighbourhood programme. It was mentioned that a focus on **well-being** should be considered.

It was noted that people engage with leisure based active travel within the Loch Lomond and the Trossachs National Park but will travel a long distance by car to get there. Improved public transport and active travel integration may help people visiting to travel sustainably.

Public Survey

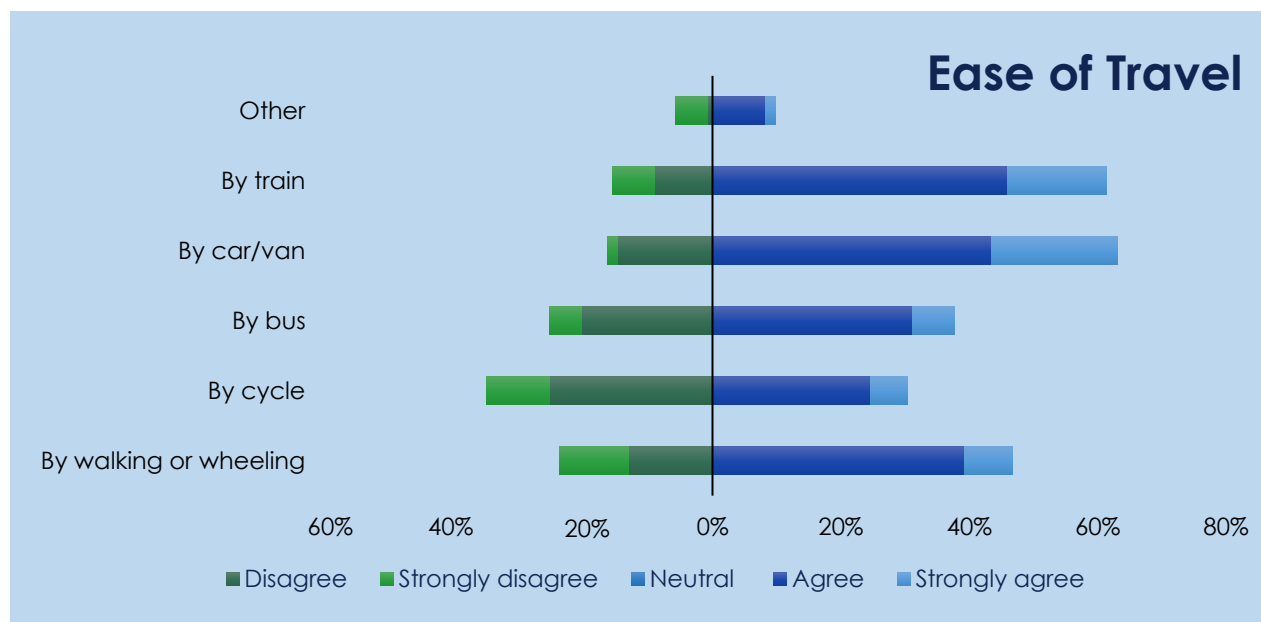
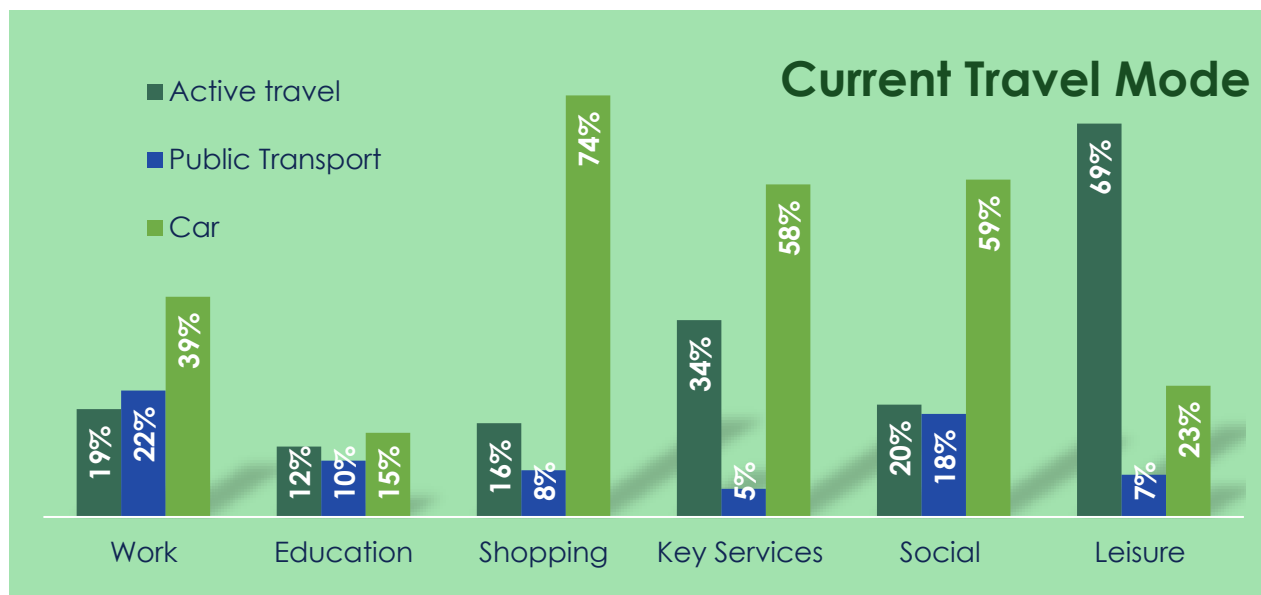
The online survey went live in February 2024 which was publicly available for six weeks. The survey focused on three key areas: Current Travel Habits, Existing Travel Barriers, and Future Travel Aspirations. The questions aimed to gain insight to how those within the area currently travel, what they view as barriers to active travel, and what they'd like to see in the future. The key findings from the questions in the survey are summarised below.



What are the main methods of travel in West Dunbartonshire?

There is a clear tendency within West Dunbartonshire for private vehicles to be the mode of choice to most destinations particularly when travelling to the shops, key services, or social activities; with over 50% of respondents traveling by car to these locations. One destination which is distinctly different is travel to leisure activities where 69% of survey respondents travel by walking, wheeling, or cycling. This emphasises the key role that leisure activities play in the region and that existing active travel infrastructure focuses on leisure provision rather than everyday journeys.

The community were given the opportunity to rate the ease at which they can use different modes of transport. Private vehicles were most highly rated with 63% of respondents agreeing it is easy (followed by train). Most modes were rated as easy to use more than not, with 47% in agreement regarding walking. The only mode which didn't have a high agreement score was cycling, with 35% of respondents disagreeing and only 30% agreeing, making it the least accessible mode in our region.



What are our current barriers to active travel in West Dunbartonshire?

When asked to identify barriers that users currently face when using active travel for their everyday journeys, these were the most indicated reasons.

Walking and Wheeling

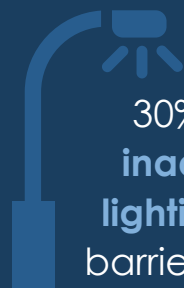
32% of respondents say **aggressive driver behaviour** prevents them traveling actively.

"I have experienced motorists driving through red lights at pedestrian crossings and drivers on mobile phones whilst driving."

Lack of continuous footway or path was noted by 29% of respondents.

The largest concern, from 54% of respondents, is the **condition of footways**.

29% **feel unsafe** while walking and wheeling.



30% quote **inadequate lighting** as the barrier to travel.

23% say **cars parked on the pavement** are biggest obstacle.

"There are far too many cars parked on pavements and at drop kerbs making using a wheelchair impossible without having to go onto the road to get around the obstacles".

Cycling

42% of respondents say **lack of continuous cycle routes** prevents them from travelling this way.

"Main cycle path provides good main artery but roads unsafe to ride on due to volume and driver behaviour".

61% of those who answered **do not own a cycle**.

39% quote **lack of segregated cycle lanes** as their deterrent

"Designated, joined up cycle lanes across Dumbarton would definitely encourage me and others to cycle more across the area."



Traffic safety concerns were raised by 28% of respondents.

Poor road condition was to blame by 45% of respondents.

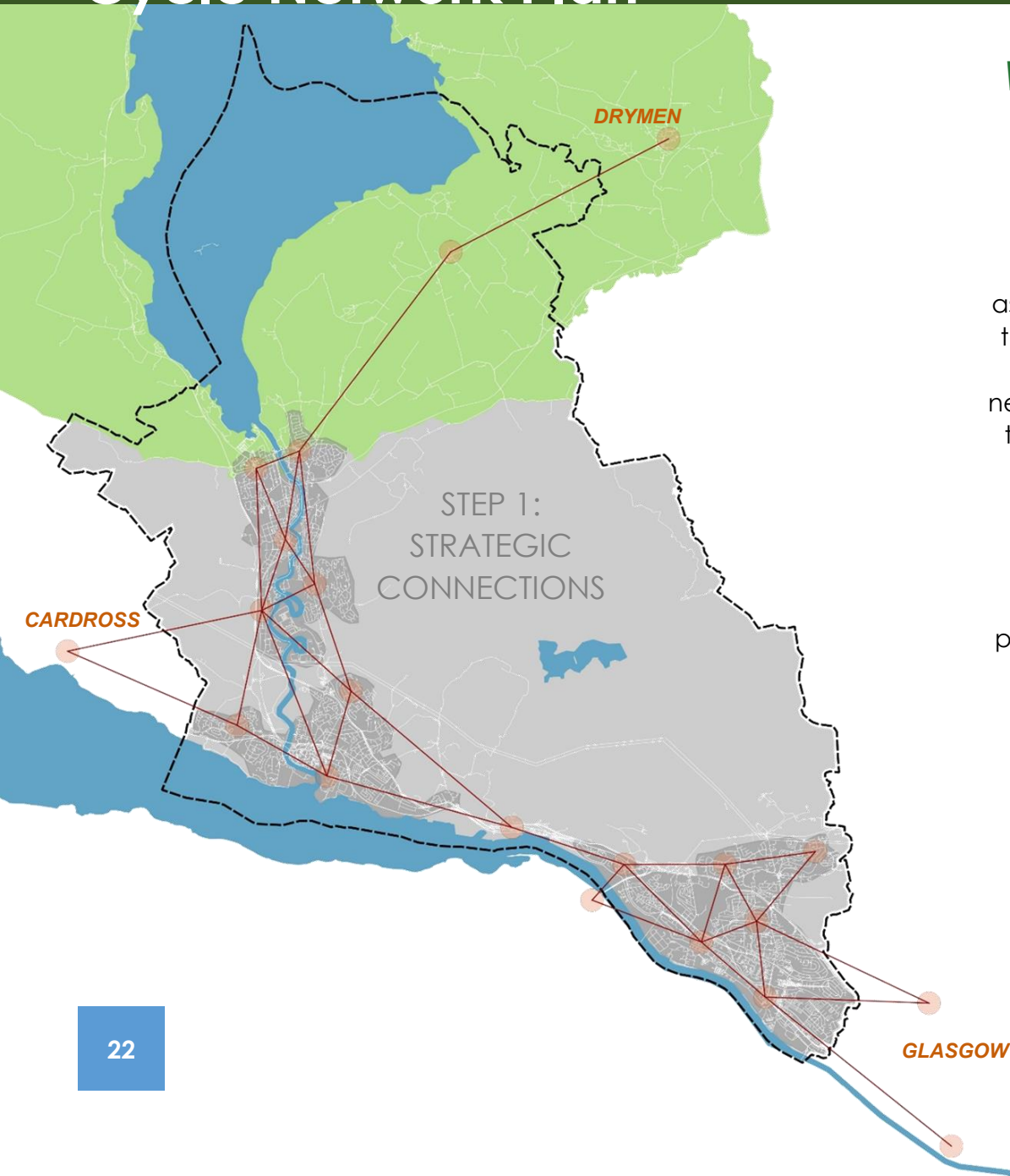
"I have suffered too many punctures and have come off my bike on more than one occasion due to the road conditions".

What infrastructure and travel behaviour initiatives would you want to see?

The survey sought to provide insight into what residents and visitors of West Dunbartonshire want to see from an active travel strategy. A series of possible infrastructure and behaviour change based initiatives were provided and respondents selected those that they felt would be most beneficial for the region. Each of these is listed below with the size of the word indicating its priority. This clearly shows that path maintenance is the most important initiative needed in the area, followed by the provision of improved greenspaces, and rest areas along routes. Improved connectivity and modal segregation were also important to respondents.



Cycle Network Plan



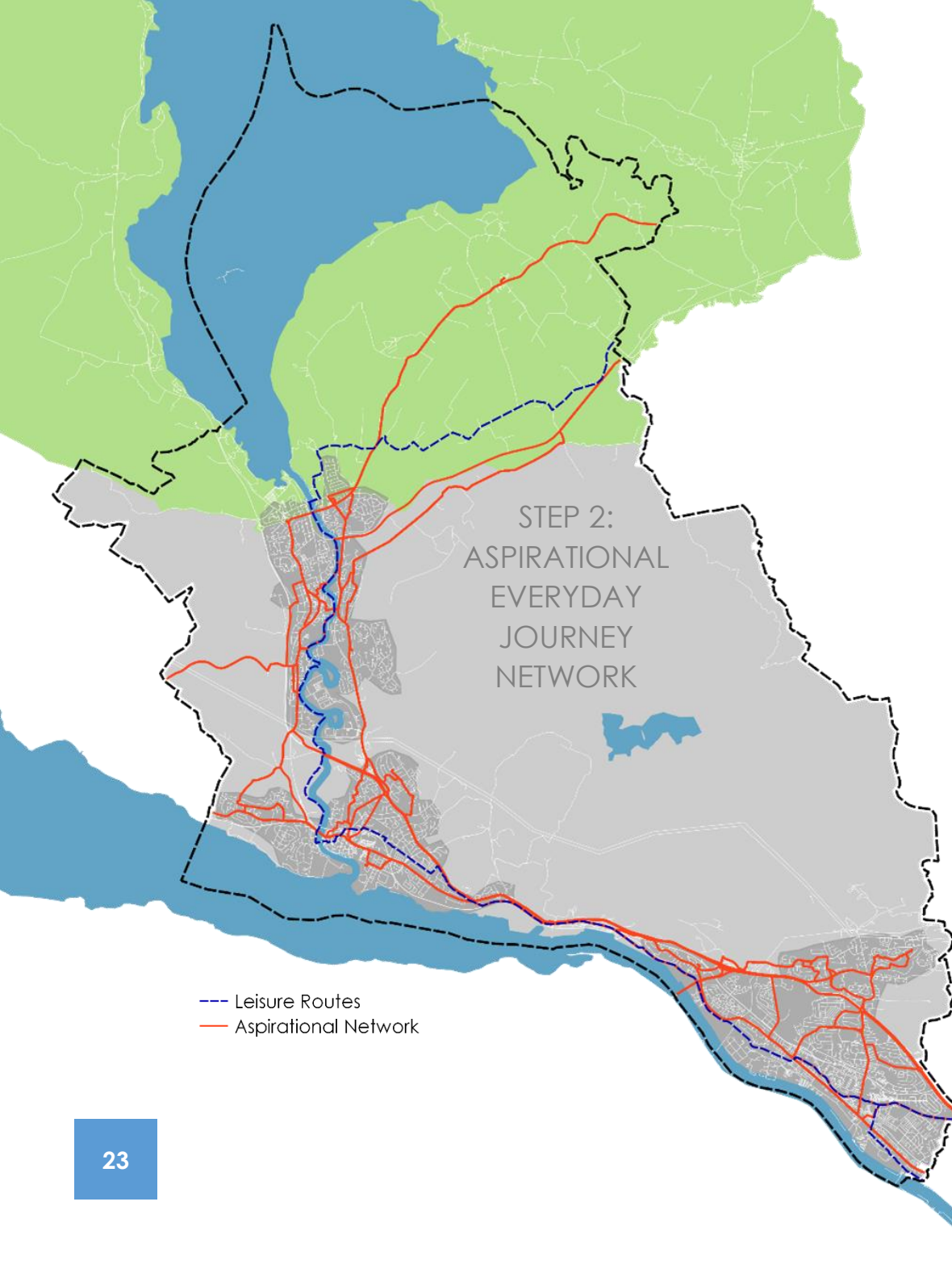
What is a cycle network plan and why do we need one?

The creation of a cycle network plan is an important step in the development of the active travel strategy. Through this process we can identify where people will want to travel to which allows a network to be developed that could be provided in the future. This aspirational everyday journey network connects key locations across the region, and by being continuous and connected, will help more people to make the journeys they want by cycle in the future. This network was used as a starting point to determine routes that can be taken forward for development as part of this active travel strategy.

The full network plan and process is outlined in Appendix C.

An aspiration to connect destinations

The network plan was developed by adopting a decide-and-provide approach, meaning that instead of determining where people currently travel by cycle, an aspirational perspective is taken to determine where people would want to cycle to and from, if a connected and safe route network could be provided.



Connecting residents to key destinations

Initially key locations across the council area were identified including schools, retail areas, industry, hospitals, and cultural points as well as residential areas. These are mapped on page 29 of the appendix. These were clustered into strategic locations indicated by the circles on the Step 1 map. These were then linked by the most direct straight line which provides a strategic overview of where people are likely to want to travel to and from. Following this, the straight-line connections were distributed to the existing road and path network using only the shortest and quickest routes between points resulting in an aspirational everyday journey network shown in orange the Step 2 map. This process focuses on direct travel for everyday journeys; however, leisure routes are also an important component of active travel across West Dunbartonshire and existing routes including the NCN will still form part of the network. The blue lines on the map to the left show the addition of the existing NCN.

Network Planning Tool validation

This aspirational everyday journey network was then validated using Transport Scotland's Network Planning Tool (NPT)³³ which uses census data to assess the likely cycle networks needed across Scotland. The output from the NPT using the 'Go Dutch'* scenario illustrates a similar network.

***Go Dutch' refers to a scenario used by the NPT which imagines a future where people in Scotland cycle to a similar degree as those in the Netherlands (while accounting for contextual differences)*

A photograph of a bridge over a river at sunset. The sun is low on the horizon, creating a warm glow. A road sign in the foreground indicates directions to Renton, Dumbarton, and Glasgow. The sign also features icons for a bicycle and a pedestrian. The background shows the bridge structure and the river.

Actions and Outcomes

Up until now we have focused on outlining the context and data collection that has informed this strategy, but this section looks to the future. Here we take the information we have collected and use it to aid the development of actions specific to West Dunbartonshire which will form the basis of a future where active travel is a safe and convenient option.

Challenges and Opportunities

There is the opportunity to improve the **inclusivity** of active travel within West Dunbartonshire to ensure it is suitable of all users.



Many members of the community face the challenge of having limited **access to cycles**.



There is the opportunity to actively benefit from local knowledge by ensuring that **community involvement** is embedded in future work.



The upkeep of existing infrastructure can be improved in places, therefore there is an opportunity for prioritised **maintenance standards**.

Use of active travel infrastructure can be hindered by **safety** concerns which limits where, who, and when people are willing to travel.



For many users the quality of active travel infrastructure is a barrier to use with **improved quality** of both the infrastructure and supporting facilities essential to promoting further use.



Active travel infrastructure exists across West Dunbartonshire already, but there is a need for **improved connectivity** between local and regional link



Tourism is an attractor for the region with Loch Lomond and The Trossachs National Park drawing in visitors from within and beyond West Dunbartonshire. This provides an opportunity to encourage **sustainable tourism**.



WDC supports various travel modes including active travel and public transport with the potential to improve inter-connectivity between modes.



Strategic Objectives

Throughout the policy review, engagement, and data analysis several key themes have become clear. These themes provide underlying ambitions from a national perspective and are echoed by the communities within West Dunbartonshire itself.

Informed by this, six key objectives were established which will form the basis of proposed actions suggested in this section of the strategy. The development of these objectives began with an analysis of existing policies in West Dunbartonshire as well as wider policy goals. The engagement process was then crucial in understanding the perspectives and priorities of the community members, as it provided valuable input into the type of objectives that were deemed important by the local population. The engagement process helped identify key themes and areas of focus that resonated with the community members. As a result of this iterative process, the objectives of Safety, Inclusivity, Climate Impact, Education, Health, and Connectivity were identified.

These objectives were developed to address the ambitions for active travel in the region, ensuring that the strategy is responsive to the needs and aspirations of the local population. As a result, each action proposed aligns with at least one of the objectives listed alongside.

Education

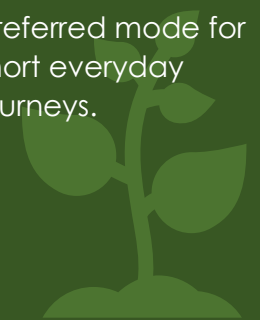
Raise awareness of the benefits of active travel and promote opportunities to get involved and reduce conflict between users.

Inclusivity

Ensure inclusive and equitable access to active travel for all. Including people with health conditions, those with different socio and economic needs, and the elderly.

Climate Impact

Encouraging active travel to be the preferred mode for short everyday journeys.



Safety

Improve actual and perceived safety for those travelling actively, including children, women, and ethnic minority groups.



Health

Promote active travel for individual health gains, including mental wellbeing.



Connectivity

Connect key land uses and destinations via a coherent active travel network, taking advantage of public transport connections as well as blue-green infrastructure improvements.

Action Plan

Using the evidence gathered throughout the strategy development process, we have developed a comprehensive action plan which reflects the needs and wants of the communities across West Dunbartonshire. This plan proposes several different measures aimed to help make active travel a genuine mode choice within West Dunbartonshire. The plan considers the evidence gained during the data gathering stage which was reviewed and compiled in tandem with the valuable insight obtained from the engagement exercises from those who live, work, or visit West Dunbartonshire. This helps provide a clear link to the strategy development stages undertaken and provides confidence that the actions reflect the needs and wants of the community. Stakeholder comments were also reviewed alongside the cycle network plan which revealed that there was crossover from both data sources. The proposed actions aim to meet the objectives outlined above ensuring that the vision of the strategy is met. To highlight where the actions meet the objectives, a colour code has been used with each action associated with one or more objective.



● Safety ● Inclusivity ● Climate Impact ● Education ● Health ● Connectivity

The actions proposed fall under four categories covering a wide range of possible solutions from infrastructure to policy changes. These are as follows:

1 Routes

Corridors that connect areas and provide improved active travel infrastructure.

2 Associated Infrastructure

Individual infrastructure improvements or programmes.

3 Policy

Changes to policy that positively impact active travel.

4 Behaviour Change

Measures that support the uptake of active travel.

Routes

All the interventions in the action plan are important and should be considered a priority to implement. However, the actions that take the form of routes have been put through a prioritisation process.

Scoring Process

To understand where to first concentrate efforts to realise the implementation of the routes, a Multi Criteria Assessment Framework (MCAF) methodology has been used. This approach assists in understanding which routes could have the greatest impact.

The scoring criteria used has been developed to reflect factors that can be quantitatively assessed at this stage. Throughout the development of the assessment criteria, the strategy vision was considered to ensure that the categories align. The MCAF scoring criteria is outlined below. A high, medium, or low score is assigned as the route is assessed under each of the criteria. The detailed assessment of each route is outlined in the Appendix D. A total score for each route is calculated by combining the results of each criteria and those scoring highest are deemed to be the greatest priority to implement.

MCAF Criteria

What is the potential level of users?

This is measured using Network Planning Tool (NPT) Scotland ³³ with the 'Go Dutch' option activated.



What is the stakeholder/public appetite like?

This is measured through examination of comments received during the engagement exercise.



What will the impact be on areas of socio-economic deprivation?

This is measured using the Scottish Index of Multiple Deprivation (SIMD) ³⁴



Does it link to public transport?

This is measured on the proximity of routes to railway and bus stations.



Does it link to key land uses?






This is measured by examining whether there are key land uses along the route such as schools, services, as well as future development areas.













What is the current level of cycle friendliness?

This is measured using NPT Scotland ³³ using the Cycle Friendliness assessment option.



Ref.	Title	Rationale	Score	Objectives
R-01	Kilbowie Road – Kilbowie Roundabout to Clydebank	Kilbowie Road forms a north/south connection between central Clydebank and areas to the north, linking key land uses. The route also provides access to Clydebank and Singer railway stations as well as the park & ride. The route currently has a low cycle friendliness score and passes through areas of deprivation.	28	
R-02	A813 - Balloch to Bellsmyre	This route connects Balloch to Bellsmyre passing through Bonhill and close to the Vale of Leven Industrial Estate. There is a high level of potential users and good connectivity to key land uses. The route currently has a low cycle friendliness score and passes through areas of deprivation. The route provides a key north/south connection.	26	
R-03	B857 & A812 - Balloch to Dalreoch Station	This route connects Balloch to the edge of Dumbarton passing through Renton and Alexandria on route. There is a high level of potential users and good connections to public transport. The route also passes through areas of deprivation. The route provides a key north/south connection.	26	
R-04	Glasgow Road - Dalreoch to Milton	Glasgow Road forms a key spine through Dumbarton and this route connects Dalreoch and Dumbarton railway station as well as providing access to key land uses. It currently has a low cycle friendliness score and has a medium level of potential users.	26	
R-05	A811 - Balloch to Drymen	This route, while rural, connects settlements such as Gartocharn with Balloch. The route links to Balloch railway station, as well as key land uses such as Gartocharn Primary School and retail. The route currently has a low cycle friendliness score and was mentioned by stakeholders as a route they'd like to see improved.	24	

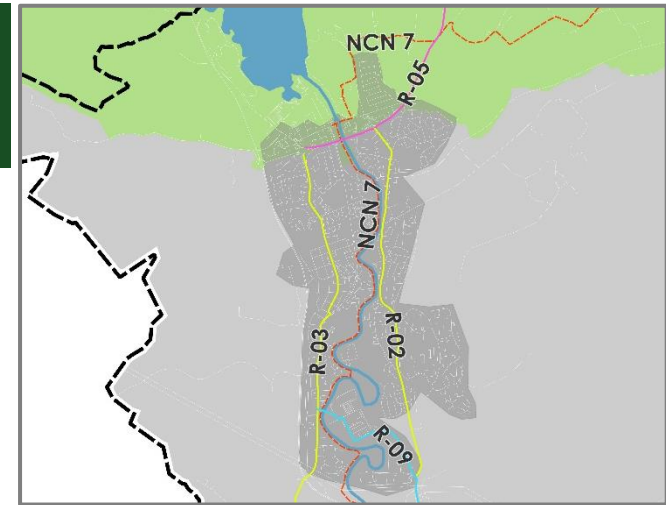
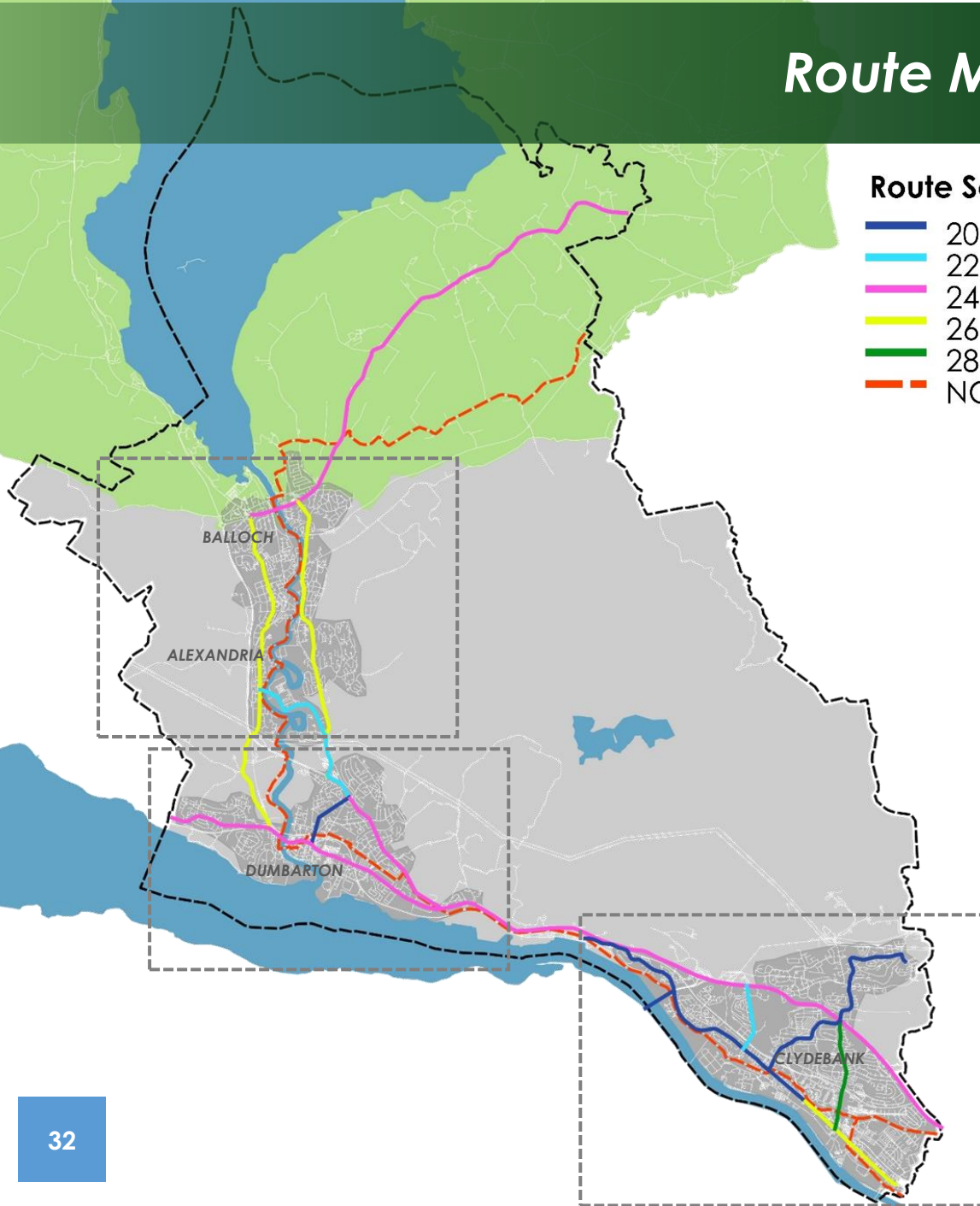
Ref.	Title	Rationale	Score	Objectives
R-06	A814 - Dalreoch Station to Cardross	This route provides a connection to Dumbarton for those living in Westcliff and Castlehill and connects to Dumbarton Joint Hospital. The route provides access to Dalreoch railway station and passes through areas of deprivation.	24	
R-07	A82 – Bellsmyre to Drumchapel	The A82 is a key transport route but currently has a low cycle friendliness score due to the vehicular nature of the road. It was mentioned several times during engagement as having potential for active travel movement but not in its current form. The route connects key land uses, areas of medium deprivation, as well as the park and ride.	24	
R-08	Glasgow Road – Clydebank to Yoker	This route provides a connection from Clydebank towards the Yoker area of Glasgow. The route passes through areas of deprivation and currently has a low cycle friendliness score. It connects key land uses and facilitates access to Clydebank and Yoker railway stations.	24	
R-09	Renton to Bellsmyre via Vale of Leven Industrial Estate	This route provides an east/west connection passing through the Vale of Leven Industrial Estate where there are several key land uses, and employers. The route connects to Renton railway station and passes through areas of deprivation.	22	
R-10	Mountblow Road – Mountblow to Dalmuir	This route connects Dalmuir to the A82 and areas to the north. It runs through areas of deprivation and serves as a useful north/south connection. The route passes Dalmuir Public Park as well as Kilpatrick School.	22	
R-11	Townend Road - Bellsmyre to Dumbarton	Townend Road serves as a north/south route linking Dumbarton Central railway station to the north of the town. It also links to the leisure centre and Braehead Primary School. The route passes through areas of medium deprivation, and it was mentioned several times during engagement.	20	
R-12	Dumbarton Road – Bowling to Clydebank	This route connects to Bowling railway station as well as Kilpatrick station while heading towards Clydebank. The route currently has a low cycle friendliness score. However, the potential level of users is lower than other routes.	20	

Ref.	Title	Rationale	Score	Objectives
R-13	Faifley to Kilbowie Road Roundabout	This route has a high level of potential users; however, it received limited mentions during engagement. The route has a low cycle friendliness score and passes through areas of medium deprivation.	20	
R-14	Duntocher Road – Kilbowie Roundabout to Dalmuir	Duntocher Road serves as a north/south link between Dalmuir and areas to the north. The route links to Dalmuir railway station and passes Brookland Nursery. The route passes through areas of medium deprivation.	20	
R-15	Erskine Bridge – Old Kilpatrick to Erskine	This route connects Old Kilpatrick to Erskine but has a low cycle friendliness score. Land use connections are limited, and it passes through areas of medium deprivation.	20	

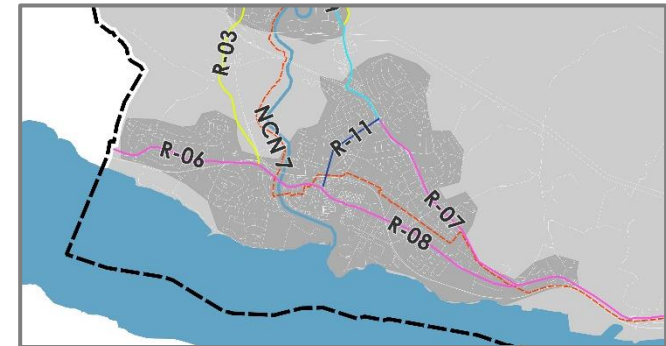
The following page contains maps with the 15 routes along with their respective score. The green route is that which scored the highest and so should be prioritised as it has been deemed to be most beneficial to the community. The map indicates that the route-based actions offer a good coverage throughout the region, connecting key areas within West Dunbartonshire, but also provide onward connections to destinations outside of the council area.

Route Map

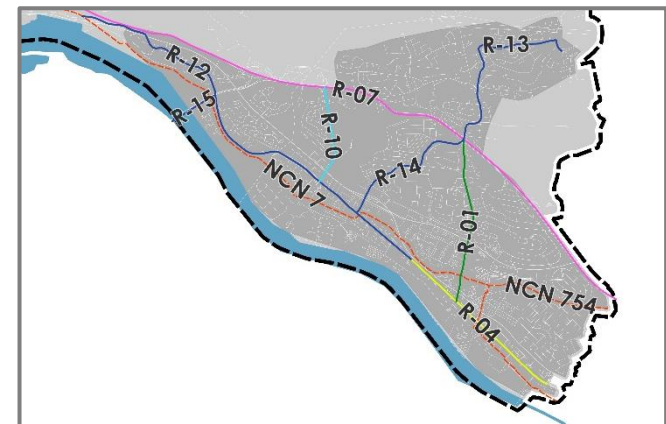
Route Scores



Alexandria & Balloch









Dumbarton








Clydebank

Associated Infrastructure




Associated infrastructure measures are those which can act as standalone measures but also complement and enhance the routes outlined above. This helps to ensure that these projects can be progressed independently of each other, but yet when brought forward in tandem provide even greater benefits for active travel users.

Ref.	Title	Barrier/Issue	Description	Objectives
In-01	Cycle Parking	Comments made during engagement that cycle parking infrastructure is lacking	Undertake a review of cycle parking locations and type to ensure they are secure and appropriately placed to meet demand	
In-02	Cycle Maintenance Stands	Cycle maintenance stands are damaged or removed	Ensure that existing cycle maintenance stands are in good condition and investigate where additional stands could be placed	
In-03	Condition Audit	Comments made during engagement suggest there are instances where footway widths are inadequate	Carry out condition audits to understand where improvements need to be made in regard to footway widths, along with surface quality	
In-04	Wayfinding Audit	Comments made during engagement that active travel route signage is lacking	Carry out a wayfinding audit to refresh and install active travel signage with route timings and directions	
In-05	School Safety Measures	Comments made during engagement that children/parents not confident enough to use active modes to travel to school	Continue to review and implement road safety measures around schools which aid active travel such as zig-zag lining, speed limit reductions, restricted time road closures	
In-06	Accessibility Audits	Comments made during engagement that walking infrastructure improvements are required to ensure they are suitable and inclusive for all users	Undertake, in collaboration with local access groups, accessibility audits to understand where improvements need to be made in regard to dropped kerbs and tactile paving, lighting, crossing provision, street furniture, surveillance, and rest areas	

Ref.	Title	Barrier/Issue	Description	Objectives
In-07	National Park Sustainable Integration	Encourage public transport and active travel use when accessing the national park	Investigate solutions to better integrate Balloch railway station and active travel infrastructure to encourage sustainable trips to Loch Lomond and the Trossachs National Park	
In-08	NCN Maintenance	Comments made during engagement that the NCN is poorly maintained	Collaborate with Sustrans to ensure that NCN Route 7 is maintained to a good standard	
In-09	Helensburgh to Dumbarton Cycle Route	Comments made during engagement regarding lack of progress on Helensburgh to Dumbarton Cycle Route	Collaborate with delivery partners to ensure that ongoing development of this route progresses	
In-10	NCN7 – Atlas Street/Clyde Street	On road section of NCN7 identified by Sustrans for upgrade	Collaborate with Sustrans to ensure that this section of the NCN earmarked for improvement is taken forward	
In-11	Balloch to Tarbet Active Travel Route	Comments made during engagement that the shoreside route is disjointed	Improve and extend route on the western shore of Loch Lomond to serve communities as well as promote leisure trips	

Policy

Policy measures are those which seek to foster positive change for active travel users from the onset. By introducing a change of policy, the aim is to create a culture where active travel is considered at a wider scale and becomes embedded in other council functions such as new development.

Ref.	Title	Barrier/Issue	Description	Objectives
P-01	Footway Parking Strategy	Site visit indicated that vehicles are parking on the footway	Develop footway parking strategy	
P-02	Maintenance Strategy	Comments made during engagement that footway and cycleway infrastructure is poorly maintained	Develop dedicated maintenance strategy for active travel infrastructure	
P-03	Local Place Plans	Comments made during engagement for the need to understand the active travel wants of the community	Consider the findings of the Local Place Plans developed by Community Councils and local groups.	

Behaviour Change

To support our future vision of making walking, wheeling, and cycling the preferred mode of transport for everyday journeys, we aim to continue to recognise the importance of targeted behaviour change. We currently promote active travel through initiatives such as travelling green and Bikeability and our aim is to expand our behaviour change programmes through the development of this strategy.

Behaviour change programmes can be a crucial supporting measure that enables usage of new or existing infrastructure to be maximised.

Implementing behaviour change programmes across West Dunbartonshire will help create a clear pathway for walking, wheeling, and cycling, motivating a wider range of people to access opportunities to travel actively for leisure, work, and study purposes.

Our ambition is to encourage and support our residents and visitors to take up active travel so that they can feel the benefits of travelling actively.







Community engagement has taken place throughout the development of this strategy, helping to bring people together and provide a platform for them to share ideas, and in doing so aid the identification of a comprehensive set of behaviour change interventions. The engagement undertaken acts as a baseline and any future delivery of behaviour change measures should be co-designed, have key stakeholder buy-in, and capture inclusive initiatives that meet the needs of our local communities.

By working with partners, we will help make walking, wheeling, and cycling more attractive and available through the delivery of measures identified in this strategy.

What do we mean by Behaviour change?

Behaviour change programmes seek to engage communities, schools, businesses, and other users through a combination of interventions to enable people to travel more sustainably by providing them with the opportunity, knowledge and skills to do so.



Ref.	Title	Barrier/Issue	Description	Objectives	
BC-01	Road User Awareness Programme	Comments made during engagement of inconsiderate driver behaviour	Support awareness raising campaigns to promote mutual respect between all road users		Community
BC-02	Shared Use Path Etiquette	Comments made during engagement of poor NCN / towpath user etiquette	Inform and encourage respect through awareness raising campaigns between all users of shared use paths such as the canal towpath and NCN sections		
BC-03	Community Active Travel Initiatives	Comments made during engagement of a lack of active travel uptake within the community	Continue to offer programmes that encourage active travel uptake such as Love to Ride and explore opportunities to develop this to cover walking		
BC-04	Ziggy Walking Programme	Improving active travel awareness from a young age	Continue encouraging walking through Walk to Nursery Week		School
BC-05	School Travel Plans	Improving active travel awareness from a young age	Encourage schools within the local authority to keep their travel plans up to date.		
BC-06	Promote Active Tourism	Comments made during engagement of the high volume of vehicles accessing the Loch Lomond and Trossachs National Park	Work with the Loch Lomond and Trossachs National Park Authority to encourage active tourism through ways to access the park by active modes, as well as opportunities to explore the park actively once visitors have arrived		Tourism

Monitoring and Evaluation Plan

To ensure the success of the active travel strategy, it is crucial to ensure that regular monitoring and evaluation is carried out. By doing so, the impact of the active travel strategy's objectives and actions can be reviewed, and progress tracked to ensure that positive change is occurring within West Dunbartonshire.

The objectives within the strategy form the basis of the monitoring and evaluation review. From here, indicators can be used to benchmark against, and provide a springboard for change using internal council data as well as external sources. The figure below provides further detail on the indicators, data sources, and outcomes to be used as part of the monitoring and evaluation process and further detail is included in Appendix E.

Objective

This references the West Dunbartonshire's Active Travel Strategy
Objectives: **Climate Impact, Connectivity, Health, Inclusivity, Education and Safety**

Indicator

The indicators outline quantitative and qualitative attributes associated with the specific objectives such as "air and noise pollution levels" or "the percentage of people who travel to work or study by active modes"

Data Source

A list of data sources which contribute to the measurement of applicable indicators. This includes both **existing data sources** such as the *School Hands Up Survey* or *Scottish Census* as well as suggested **future data collection** such as *Active Travel Surveys* and *Post Construction Audits*

Definition of Success

The level to which the strategy has been successful in reaching the objectives is based on defined levels of success such as "Active travel becomes attractive as a mode of travel in the area for everyday journeys." or "users feel safer when moving around"

Reference List

- ¹ Transport Scotland, Sustrans, Tactran, Edinburgh City Council, Public Health Scotland, Cycling Scotland, Society of Chief Officers of Transportation in Scotland and Paths for all (2023) [Active travel Strategy Guidance](#).
- ² Transport Scotland (2023) [Literature Review: Best practice in active travel and its associated benefits](#)
- ³ Stroope, J (2021) Preventive Medicine: [Active transportation and social capital: The association between walking or biking for transportation and community participation](#)
- ⁴ Sustrans (2024) [Walking and Cycling Index 2024](#): Scotland Report
- ⁵ Sustrans (2023) [Reaching Net Zero: the Role of Active Travel](#)
- ⁶ Wheels for Wellbeing (202) [A Guide to Inclusive Cycling](#) (4th Addition)
- ⁷ Scottish Government (2023) [National Planning Framework 4](#)
- ⁸ Scottish Government (2020) [National Transport Strategy 2](#)
- ⁹ Transport Scotland (2019) [Scotland's Active Travel Framework](#)
- ¹⁰ Transport Scotland (2016) [Going Further: Scotland's Accessible Travel Framework](#)
- ¹¹ Strathclyde Partnership for Transport (2023) [The Regional Transport Strategy for the west of Scotland 2023-2038](#)
- ¹² Clydeplan (2017) [Strategic Development Plan](#)
- ¹³ Loch Lomond & the Trossachs National Park (2017) [Live Park: Local Development Plan 2017-2021](#)
- ¹⁴ Glasgow City Council (2024) [Cycling Information](#) – interactive map
- ¹⁵ Argyll and Bute Council (2024) [Helensburgh, Cardross and Dumbarton Cyclepath Update](#)
- ¹⁶ Renfrewshire Council (2017) [Renfrewshire Local Transport Strategy](#)
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- ¹⁸ West Dunbartonshire council (2020) [Local Development Plan 2](#)
- ¹⁹ West Dunbartonshire (2020) [Climate Change Strategy](#)
- ²⁰ West Dunbartonshire Council (2022) [Strategic Plan 2022 – 2027](#)
- ²¹ Land Reform (Scotland) Act 2003, [Section 17](#)
- ²² West Dunbartonshire [Core Path Plan](#)
- ²³ Scotland's Census (2011) [Scottish National Census](#) (data used from both Scotland and West Dunbartonshire)
- ²⁴ National Records for Scotland and Scotland's Census (2011) [DataShine: Scotland Commute](#)
- ²⁵ Crashmap.co.uk (2022) [CrashMap Data: Great Britain 1999 - 2022 \(verified\)](#)
- ²⁶ Wheels for Wellbeing (202) [A Guide to Inclusive Cycling](#) (4th Addition)
- ²⁷ [Designing for children and Young people](#) (showcase-sustrans.org.uk)
- ²⁸ Scottish Government (2021) [A Scotland for the future: opportunities and challenges of Scotland's changing population](#)
- ²⁹ [age friendly places guide.pdf](#) (ageuk.org.uk)
- ³⁰ Sustrans (2024) [The case for gender budgeting in active travel](#)

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- ³¹ Arup (2020) [*Travelling in a Woman's Shoes*](#): Understanding Women's Travel Needs in Ireland to Inform the Future of Sustainable Transport Policy and Design
- ³² West Dunbartonshire Council (2017) [*Engaging Communities Toolkit*](#): A practical Guide to consultation and Engagement
- ³³ Network Planning Tool Scotland (NPT) (2023) [*NPT Scotland*](#)
- ³⁴ Scottish Index of Multiple Deprivation (2020) [*SIMD \(Scottish Index of Multiple Deprivation\)*](#)

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West Dunbartonshire Active Travel Strategy

Appendix

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Appendix A. Policy Review

A.1. Introduction

This technical note provides a summary of the policy review exercise undertaken in support of the development of the active travel strategy (ATS). The policy review is an important step in the ATS development process as it sets the scene for the policy environment the ATS will sit within. From the review, key themes have been identified which are consistent throughout policies at all levels of governance signifying their importance and relevance. The latter section of this technical note examines these themes and, from them, proposes several objectives. These objectives should be incorporated into the ATS and steer its development, informing the engagement process as well as the interventions and actions which will be put forward in due course. However, the objectives proposed should be reviewed throughout the ATS development process. Specifically, they should be examined after the engagement process and, if required, be amended to best reflect the needs and voices of those who live and work in West Dunbartonshire.

A.1.1. Policies Examined

Several policies were assessed to understand the aims and objectives of policy documents relevant to active travel. This policy examination was conducted at a national, regional, and local scale to understand what the recurring themes are and understand the policy environment the ATS will sit within. The graphic to the right outlines the policies that have been examined.

National

- National Planning Framework 4 (2023)
- National Transport Strategy 2 (2020)
- Active Travel Framework Scotland (2019)
- Going Further: Scotland's Accessible Travel Framework (2016)
- Cycling Framework and Delivery Plan for Active Travel in Scotland, 2022-2030
- Let's get Scotland Walking - The National Walking Strategy (2014)
- Scotland's Road Safety Framework to 2030 (2021)
- Climate Change Plan 2018-2032
- Climate Ready Scotland: climate change adaptation programme 2019-2024
- Public Health Priorities for Scotland (2018)
- Cleaner Air for Scotland 2 (2021)

Regional

- Strathclyde Partnership for Transport Regional Transport Strategy (2023 – 2038)
- Clydeplan Strategic Development Plan (2017)
- Live Park: Loch Lomond & The Trossachs National Park - Local Development Plan (2017)
- Glasgow Active Travel Strategy 2022-2031
- Argyll and Bute Local Development Plan 2 (2024)
- Renfrewshire Local Transport Strategy (2017)
- East Dunbartonshire Active Travel Strategy 2023 - 2030

Local

- Local Development Plan 2 (2020)
- Climate Change Strategy (2021)
- Strategic Plan 2022-2027
- Road Safety Plan (2011)
- Our Green Network Supplementary Guidelines (2015)

A.2. National Policy

National policy sets the scene for the country as a whole and provides a framework for the direction of policy at more local scales. In the context of the ATS, the main national policy documents examined include:

Table A-1 below outlines the key objectives of the relevant national policy along with the implications this may have on the ATS.

Table A-1: National Policy Summary

Policy	Key Objectives	ATS Implication
National Planning Framework 4 (2023)ⁱ	<p>National Planning Policy Local Development Plans should support the principle and development of 20-minute neighbourhoods (places where people can meet the majority of their daily needs within a reasonable walk, wheel or cycle of their home. The concept can be adjusted to varying geographical scales.</p> <p>Central Scotland Green Network. Creation and connection of green infrastructure in Central Scotland including active travel path networks which will include but be denser than the National Cycle Network.</p> <p>National Walking, Cycling and Wheeling Network. Any new/and or upgraded routes for walking, cycling and wheeling that help create a national network.</p>	The 20-minute neighbourhood concept is very applicable to the ATS through ensuring that enabling measures are in place to realise this aim.
National Transport Strategy 2 (2020)ⁱⁱ	<p>The NTS2 vision has four priorities:</p> <ul style="list-style-type: none"> • Reduce inequalities, • Take climate action, • Deliver economic growth, • Improve health and wellbeing. <p>These are all relevant to the ATS. The document includes the Sustainable Travel Hierarchy and states that “We will design our transport system so that walking, cycling and public and shared transport take precedence ahead of private car use”. This hierarchy puts active travel at the top meaning the actions put forward in the ATS should take precedence over other modes.</p>	The actions in the ATS should align with the four priorities included in NTS2. Active travel measures should be designed such that active travel is prioritised over planning for the private car.

Policy	Key Objectives	ATS Implication
Active Travel Framework Scotland (2019) ⁱⁱⁱ	<p>The Active Travel Framework sets out Scotland's vision for the future of active travel across the country. It establishes high level outcomes and indicators to improve, develop and monitor active travel in Scotland. This includes 5 strategic objectives:</p> <ul style="list-style-type: none"> • Reduce pollution and carbon emissions, • Deliver liveable communities, • Improve health and safe travel, • Reduce inequalities in areas like employment, service and leisure, Support sustainable economic growth 	<p>This framework promotes active travel across Scotland. At all levels of this framework it references the need for active travel to be promoted at a local level through local policy. The ATS will directly fulfil some of these objectives</p>
Going Further: Scotland's Accessibility Travel Framework (2016) ^{iv}	<p>The purpose of the framework is to ensure disabled people's rights are reached by removing transport barriers and including disabled people in the work to do so. This framework was set out to ensure the rights of disabled people are met as per the United Nations Convention on the Rights of Persons with Disabilities (the Convention). Four outcomes of this frameworks vision are:</p> <ul style="list-style-type: none"> • Ensure successful door-to-door journey for all users, • Involve disabled users in the design, • All involved in transport delivery have the capacity to provide travel information to disabled users, • Ensure safety and security for disabled users. 	<p>Although most of this framework is in relation to public transport, it does state that active travel can encompass this by <i>"supporting people through training and equipment to engage fully in active travel"</i>.</p>
Cycling Framework and Delivery Plan for Active Travel in Scotland, 2022-2030 (2022) ^v	<p>The national cycling policy with an associated delivery plan which highlights:</p> <p><i>"The top priority for the achievement of our vision is for more dedicated, high quality, safe cycling infrastructure delivered by effective resourcing ensuring fair access and supported with training and education."</i></p>	<p>Actions in the delivery plan include:</p> <p>Build and maintain a dense, coherent network of connected cycling infrastructure in every town and city that is separate from traffic and integrated with public transport, and rural routes that link to these networks and interface with the trunk road network and NCN.</p> <p>Ensure investment in the creation of cycling infrastructure integrated with public transport in settlements, and inter-urban / rural routes that link to these networks.</p>

Policy	Key Objectives	ATS Implication
Let's get Scotland Walking - The National Walking Strategy (2014)^{vi}	<p>The three strategic aims of the National Walking Strategy are:</p> <ul style="list-style-type: none"> • Create a culture of walking where everyone walks more often as part of their everyday travel and for recreation and well-being. • Better quality walking environments with attractive, well designed and managed built and natural spaces for everyone. • Enable easy, convenient, and safe independent mobility for everyone. 	<p>The ATS should cater to walking and consider the enabling factor of the low economic threshold to entry.</p> <p>The health implications for the individual as well as the environment are well understood and should be emphasised in the ATS.</p>
Scotland's Road Safety Framework to 2030 (2021)^{vii}	<p>Contains a vision that is working towards a road traffic system that becomes free from death and serious injury including emphasis on journeys made on foot and by cycle and a specific casualty reduction target for cyclists.</p> <p>Making the roads and roadsides safer is an objective.</p>	<p>Segregation of active travel users and vehicles is encouraged.</p> <p>A change in attitudes and behaviours is required to ensure all road users are respected.</p>
Update to the Climate Change Plan 2018 –2032 (2020)^{viii}	<p>The action plan contains actions to reduce the impact of climate change which are relevant to active travel. The main objective applicable to the ATS is:</p> <p>Reduce car kilometres by 20% by 2030</p>	<p>The ATS measures put forward will aim to encourage active travel update and modal shift.</p> <p>Behaviour change actions will help to support reaching the 20% reduction target.</p>
Climate Ready Scotland: climate change adaptation programme 2019-2024 (2019)^{ix}	<p>The document contains objectives which aim to prepare for a shift in practices and attitudes to improve the environment. Those relevant to the ATS are:</p> <ul style="list-style-type: none"> • Our communities are inclusive, empowered, resilient and safe in response to the changing climate. • Scotland's buildings and places are adaptable to Climate Change. 	<p>Active travel has strong environmental credentials and the proposals in the ATS will cater to the communities of West Dunbartonshire by facilitating sustainable travel.</p>
Public Health Priorities for Scotland (2018)^x	<p>This document contains five priorities which are relevant to active travel.</p> <ol style="list-style-type: none"> 1. A Scotland where we live in vibrant, healthy, and safe places and communities 2. A Scotland where we flourish in our early years 3. A Scotland where we have good mental wellbeing 4. A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all 5. A Scotland where we eat well, have a healthy weight and are physically active 	<p>Ensuring the measures proposed in the ATS enable people access to greenspace, reduce dependence on the private car, cater to children, and encourage everyday active travel will help to achieve these priorities.</p>

Policy	Key Objectives	ATS Implication
Cleaner Air for Scotland 2 (2021)^{xi}	This document emphasises the importance of modal shift from private car to active travel to help in reducing transport-related emissions which contribute to poor air quality.	Behaviour changes tools and enabling infrastructure will help encourage a modal shift towards active travel.

A.3. Regional Policy

Following the national policy is the regional policy. At this level the aims become more focused and pertinent for the region West Dunbartonshire sits within. In the context of the ATS, the main regional policy documents examined include:

Table A-2 below outlines the key objectives of the relevant national policy along with the implications this may have on the ATS.

Table A-2: Regional Policy Summary

Policy	Key Objectives	ATS Implication
Strathclyde Partnership for Transport Regional Transport Strategy 2023-2038 (2023)^{xii}	<p>A key objective of the RTS is, <i>"To enable everyone to walk, cycle or wheel and for these to be the most popular choices for short, everyday journeys."</i></p> <p>There are several aims which follow, the most relevant to active travel being:</p> <ul style="list-style-type: none"> • Policy 13 – Create a regional active travel network with a focus on the sustainable travel hierarchy. • Policy 14 – Accelerate the delivery of AT Related infrastructure. • Policy 15 – Improve access to bikes through schemes such as 'Cycle to Work' and ensure the availability of non-standard bikes. • Policy 16 – Integrate AT with public transport modes. • Policy 17 – Integrate AT with micromobility and review the emerging guidelines around micromobility. 	<p>The aims of the ATS should consider the relevant RTS objectives.</p> <p>Ensuring elements such as access, integration, and sustainability are integrated into the ATS will help to ensure the key aims listed are met.</p>

Policy	Key Objectives	ATS Implication
Clydeplan – Strategic Development Plan (2017)^{xiii}	<p>The Clydeplan document states that planning, and policy should focus on four relevant areas:</p> <ul style="list-style-type: none"> • Regeneration including “Integrate land use with sustainable transport networks.” • Economy • Low carbon infrastructure which states, “connected transport networks including active travel, green networks”. • Placemaking which calls for safe, navigable spaces which enable good health and wellbeing. <p>The document also outlines areas for strategic development, investment, and delivery in regard to transport, economic, and environmental factors. These include:</p> <ul style="list-style-type: none"> • Clyde Waterfront • Dumbarton • Clydebank • Lomondgate • Clydebank Riverside • Bowling 	<p>The enabling element of active travel through opening areas up for travel can bring regeneration and economic benefits.</p> <p>Ensuring that measures in the ATS consider place as well as space will help to create a welcoming and attractive locality.</p>
Live Park: Loch Lomond & the Trossachs National Park – Local Development Plan (2017)^{xiv}	<p>Active travel forms an objective of the National Park's plan:</p> <ul style="list-style-type: none"> • Promoting sustainable Travel and Improved active Travel options. 	<p>The close proximity of the national park to the main settlements of West Dunbartonshire means that there is opportunity to integrate the outcomes and actions of the ATS to better connect greenspace and encourage journeys by sustainable modes.</p>
Glasgow’s Active Travel Strategy 2022-2031(2022)^{xv}	<p>Glasgow City's active travel strategy covers three key themes:</p> <ul style="list-style-type: none"> • Connectivity, people and place: rebalancing streets and spaces • Unlocking change: enabling everyone to walk, wheel or cycle • Thinking differently: encouraging, motivating and sustaining change <p>The strategy is extensive focusing on providing effective actions to improve active travel in Glasgow.</p>	<p>Glasgow City Council neighbours West Dunbartonshire and as the largest city in Scotland is a key generator of trips to, from and through West Dunbartonshire Council (WDC).</p>

Policy	Key Objectives	ATS Implication
Argyll and Bute Local Development Plan 2 (2024)^{xvi}	Argyll and Bute include active travel as a key element of their upcoming Local Development Plan and have released apps across their region to promote active travel.	Argyll and Bute are a neighbouring council to WDC and home to a key trip generator: Helensburgh. Part of their future plan includes the development of the Helensburgh to Cardross / West Dunbartonshire cycleway
Renfrewshire Local Transport Strategy (2017)^{xvii}	This strategy promotes transport in general rather than just active travel but includes objectives such as 'encouraging healthy lifestyles', 'Ensure a healthy and sustainable environment' and 'Encouraging a choice of transport options' which all promote improved access to active travel.	Renfrewshire borders WDC at the River Clyde with a key link being the Erskine Bridge. This strategy promotes regional connectedness and includes Erskine to Clydebank/Glasgow as one of the essential routes.
East Dunbartonshire Active Travel Strategy 2023-30 (2023)^{xviii}	This is a recent and extensive strategy aimed at delivering improved active travel in the region. There are four key themes on which this is based: <ul style="list-style-type: none"> • Walking and wheeling network, • Active Travel Neighbourhoods, • Connectivity Corridors, • Behaviour change. 	East Dunbartonshire shares a mainly rural border with West Dunbartonshire.

A.4. Local Policy

At a local scale, the policy starts to present an image of the key aims that are relevant to West Dunbartonshire. In the context of the ATS, the main local policy documents examined include:

Table A-3 below outlines the key objectives of the relevant local policy along with the implications this may have on the ATS.

Table A-3: Local Policy Summary

Policy	Key Objectives	ATS Implication
Local Development Plan 2 (2020)^{xix}	<p>The key priorities of the LDP are; Flourishing, Independent, Nurtured, Empowered, and Safe.</p> <p>Specific reference is made to active travel through a call for ‘Creating Places’ which includes maintaining the ‘distinctive identity’ of WDC and including ‘green infrastructure’ and importantly it states a desire to, <i>“Ensure that streets are safe, comfortable and attractive for all users; creating an accessible, inclusive and walkable network of streets and paths which consider the role of streets as places for people first.”</i> (p75)</p>	<p>Ensuring that the ATS caters to the key priorities through well thought through actions will help meet the objectives.</p> <p>The desire to make streets people centric aligns to the transport hierarchy which the ATS will follow.</p>
Climate Change Strategy (2021)^{xx}	<p>The council has established nine key themes which should form the basis for any actions taken to tackle climate change. One of these is ‘Sustainable Travel’.</p> <p>Under this the council pledges to <i>“take action to encourage active travel through walking, cycling and public transport and deploy sustainable alternatives to decarbonise transport”</i>. (p26)</p>	<p>The ATS will help progress sustainable travel options across West Dunbartonshire.</p> <p>Ensuring integration with sustainable modes such as public transport for longer journeys.</p>
Strategic Plan 2022 – 2027 (2022)^{xxi}	<p>The Council’s priorities are community resilience, green future, and a flourishing economy with the overarching priority being “Supporting our Communities to Thrive” (p11)</p> <p>The strategy states that the council will <i>“encourage and support active and sustainable travel options, where appropriate, by learning from best practice and encouraging the uptake and use of electric vehicles and will work with partners to expand and promote sustainable modes of transport including walking and cycling.”</i> (p22)</p>	<p>There is overlap with some of the priorities in the LDP.</p> <p>Encompassing these themes in the ATS and targeting them through specific actions will help to ensure the policy objectives are met.</p>

Policy	Key Objectives	ATS Implication
Road Safety Plan (2011) ^{xxii}	<p>The safety plan includes initiatives focused on children including:</p> <ul style="list-style-type: none"> • Teaching children about road safety within the school curriculum, • Encouraging walking and cycling to school to reduce CO2 emissions, • 'Travelling Green' project which encourages walking to school, • 'Step Forward' project which promotes physical activity, • 'Scottish Cycle Training Scheme (Bikability Scotland Level 2)' Which encourages on road bike training, • Encouraging schools to apply for 'Scotland's Cycle Friendly School Award', • Reduced road speeds around school to make walking to school safer. 	Existing education schemes and behaviour change initiatives should be encompassed within the ATS and new measures proposed where required.
Our Green Network Supplementary Guidelines (2015) ^{xxiii}	<p>Green infrastructure is defined as "the 'green' and 'blue' features of natural and built environments. They can provide naturalised water management, useable open space, active travel routes and habitats for wildlife." (p4)</p> <p>The documents highlight that one of the key principles involved in enhancing the network is to link it with the existing network.</p>	Ensuring actions proposed in the ATS are connecting to existing active travel routes to make the green network more coherent and improve the sustainability of the area.

A.5. Recurring themes

As outlined, each policy, strategy or plan has key focus areas, visions, and motivations which indicate underlying themes for their solutions, policies, and goals. Several of these occur commonly at a national, regional, and local level which presents an opportunity to identify them to ensure the ATS aligns with them. The recurring themes identified from the policy review are outlined in Figure A-1.



Figure A-1: Recurring Themes from the Policy Review

The recurring nature of these themes in the existing policy highlights the focus areas for the ATS. Active travel infrastructure and behaviour change initiatives can impact all of the above topics and help to reach the aims and objectives of policy at all scales. From these themes specific objectives for the ATS can be developed with confidence that they have been informed by the existing policy landscape.

A.6. ATS Objectives

The five themes outlined above are broad categories which encompass several topics. For example, inclusivity and equality relates to ensuring that the actions proposed in the ATS are mindful of the diverse range of users that may use them. However, it can also be linked to education and opportunity, such as through outreach activities with schools, or through the provision of access to bikes or community groups. Consequently, these themes provide a useful steer for what areas the ATS objectives should target. Table A-4 outlines the objectives developed, in part, from the policy review for the ATS. These have been developed by starting with the overarching policy themes, narrowing them down to relevant themes for the ATS, before forming objectives that align with policy but also aim to develop active travel uptake within West Dunbartonshire.

Table A-4: ATS Objectives

Overarching Policy Theme	ATS Theme	ATS Objective
Climate Change & Emissions	Climate Impact	Encouraging active travel to be the preferred mode for short everyday journeys.
Economic Growth	Connectivity	Connect key land uses and destinations via a coherent active travel network, taking advantage of public transport connections as well as blue-green infrastructure improvements.
Health and Wellbeing	Health	Promote active travel for individual health gains, including mental wellbeing.
Inclusivity and Equality	Inclusivity	Ensure inclusive and equitable access to active travel for all. Including people with health conditions, those with different socio and economic needs, and the elderly.
Inclusivity and Equality	Education	Raise awareness of the benefits of active travel and promote opportunities to get involved and reduce conflict between users.
Safety	Safety	Improve actual and perceived safety for those travelling actively, including children, women, and ethnic minority groups.

Appendix B. Engagement Report

B.1. Introduction

To support the development of the active travel strategy (ATS), an interactive engagement programme was developed that placed an emphasis on the need to ensure stakeholders and communities had the opportunity to be involved. The primary aim of the stakeholder engagement programme was to identify current barriers to active travel and future connections across West Dunbartonshire.

The stakeholder engagement programme ran between January 2024 to April 2024 with all engagement activity designed to help:

- Raise awareness and understanding of the need to develop an ATS for West Dunbartonshire.
- Understand where people travel to and from.
- Implement a people and place focus:
 - Who currently uses the transport mode/infrastructure, who does not?
 - The existing barriers to accessing their neighbourhoods/amenities/mode for different groups of people.
 - What outcomes and benefits do people within the neighbourhood or communities want and need?
 - What infrastructure and changes to the built environment could support these outcomes?

B.2. Methodology

B.2.1. Key Audiences

The first stage of the stakeholder engagement programme was to undertake a stakeholder mapping exercise to help identify stakeholders with an interest in the project. A stakeholder database was created, and this provided an overview of each stakeholder including all publicly available contact information and the planned engagement method. In general, stakeholders were identified on the basis of:

- Those likely to have a role in developing the ATS.
- Those likely to be significantly impacted by the ATS measures.
- Those with an interest in transport in West Dunbartonshire.
- Those with knowledge or experience to contribute to the shaping and development of the ATS.

The stakeholder database remained 'live' as the project progressed. This was important as the stakeholder's level of interest in the project could change as the ATS progressed. Table B-1 identifies some of the key stakeholders identified during the mapping exercise and sets out the respective levels of stakeholder influence against anticipated levels of interest in the ATS. Each group was engaged with either by AtkinsRéalis or by West Dunbartonshire Council.

Table B-1: Key Stakeholders

	Interest	
Influence	Consult	Collaborate
	<ul style="list-style-type: none"> - WDC Public Transport Officers - WDC Roads Officers - WDC Sustainability & Active Travel Officers - Elected Representatives 	<ul style="list-style-type: none"> - Cycling UK - NHS Scotland - Transport Scotland - Sustrans - Scottish Canals - Paths for All Global - Love to Ride - Loch Lomond and the Trossachs National Park Authority
	Inform	Involve
	<ul style="list-style-type: none"> - WDC Communities Officers - WDC Communications Officers - WDC Equalities Officers - WDC Member Services Officers - Local Media/ Press 	<ul style="list-style-type: none"> - Accessibility/Disability Groups - Local Businesses - WD Residents & Associations - Schools/Education Institutions - Voluntary, Community, Faith, Social Enterprise Sector (VCFSE)

B.2.2. Delivery Approach

In line with the principles of the [Engaging Communities Toolkit](#) for West Dunbartonshire, the Stakeholder Engagement Programme was carried out using a variety of communication tools and techniques.

The engagement delivery plan for the West Dunbartonshire Council (WDC) ATS is set out in Table B-2. The plan presents the main engagement activity with a timeline of when each activity occurred. The stakeholders represented at the briefing sessions and those who provided feedback across the wider engagement programme are those previously listed in Table B-1.

Table B-2: Engagement Delivery Plan

Engagement Activity	Channel	Stakeholder Audience	Timing
2 x External stakeholder briefing workshops	Microsoft Teams (Online)	External stakeholders	20 th Feb 24
1 x Internal WDC briefing Workshop	Microsoft Teams (Online)	Internal WDC Officers	21 st Feb 24
1x online survey, press release and launch	WDC Website Survey 123	All stakeholders, including the general public	19 th Feb 24 – 31 st March 24
4x In-person public engagement sessions	In-person	All stakeholders, including the general public	11 th - 14 th March 24

The key findings from each engagement activity have been included in subsequent sections.

In addition to the engagement activity set out in Table B-2 collaboration was encouraged with key stakeholders throughout the duration of the programme. As a result, some stakeholders provided further information on local initiatives and ongoing projects which were considered in the development of the strategy. These interactions provided an opportunity to build collaborative and long-term working relationships whilst ensuring the outcomes better matched the needs of the communities most impacted by the ATS.

B.3. Briefing Workshops

To commence with the stakeholder engagement programme, two briefing workshops were held with external stakeholders, and one with WDC Officers with an aligned interest in the development of the ATS. The main purpose of the briefing workshops was to raise awareness of the strategy and engagement, invite stakeholder involvement and support, whilst also promoting the online survey and inviting feedback.

Virtual workshops were considered to be beneficial rather than face-to-face workshops primarily due to the size of West Dunbartonshire as a council area. Material and content shared during the briefing workshops was done so via PowerPoint presentation.

Stakeholders attending the briefing workshop for external partners included regional and nation-wide statutory bodies, transport groups, business representatives, active travel interest groups, community councils, and local community-based organisations and groups. WDC Officers who attended did so from departments such as Public Health, Planning, Housing, Roads, Regeneration, Green Space and Communications. There was some overlap in attendees, with some strategic stakeholders attending both briefing workshops.

B.3.1. Feedback Summary/Key Insights

Discussion points and key insight shared during the briefing workshops included:

- The link between the ATS and the Local Place Plans that are being developed across West Dunbartonshire. There is a need to ensure both the strategy and the place plans align, particularly those that have an interest in active travel.
- It would be beneficial to have a focus on place and wellbeing outcomes. A similar approach taken for the Clydebank place plan is looking at key strategies and plans and then assessment based on place and wellbeing outcomes. Active travel has been one of the strongest themes that has come through.
- Engagement with Loch Lomond and the Trossachs National Park Authority is important and should continue throughout the development of the emerging ATS.
- The national park authority is currently looking at how sustainable travel can reduce carbon emissions from visitor journeys. It was highlighted that most journeys are not commuting but people travelling, often long distances, to the national park. Also highlighted were that many people will contribute to carbon reduction in other areas through using sustainable travel methods to work, but then travel long distances by car to visit the national park.
- Key point raised was that the NCN could be made safer for year-round use with better connections to local communities. Connections over the Erskine Bridge also need attention.

B.4. Survey

On the 19th February a six-week public survey was launched to help capture people's views on the existing barriers they face in relation to walking, wheeling and cycling across West Dunbartonshire. As well as what initiatives would encourage members of the public to walk, wheel, and cycle more often. The online survey was made available in alternative formats and a printed copy could be posted, if required.

To ensure the survey reached as many people as possible it was publicised via email to a range of stakeholders including schools, community councils, and local transport groups including active travel organisations and businesses. Awareness of the survey was also raised at the internal and external workshop briefings and the public engagement events with a request to invite feedback and for stakeholders to share across their networks.

The survey consisted of three main sections: travel habits, existing travel conditions, and future travel aspirations. Each section includes questions related to the specific topic and aimed at understanding both users current and future needs relating to active travel. Each section is discussed below.

A total of 122 responses were received with a sample of the key findings highlighted in the next section of this report.

B.4.1. Travel Habits

The first section of the survey focused on gaining insight into the community's current travel habits. The questions asked users about their current main modes of travel as well as querying how easy people find it to travel in the region.

Figure B-1 outlines participants current preferred transport mode to key destinations. A private vehicle was the most used form of transport for every journey except for leisure activities where 69% of respondents use an active travel method to travel. However, for work, shopping, accessing key services, and social activities private vehicles are the preferred mode of choice, with over 50% of respondents choosing this mode for the latter three journey types.

Although there is a high percentage of users using active travel for leisure, few use it to get to other destinations with less than 8% of users cycling to all other destinations and less than 16% walking to most destinations (except for visiting key services at 30%). Alongside this, public transport use remains low with train use averaging 7% and bus use averaging around 5% across all the journey types.

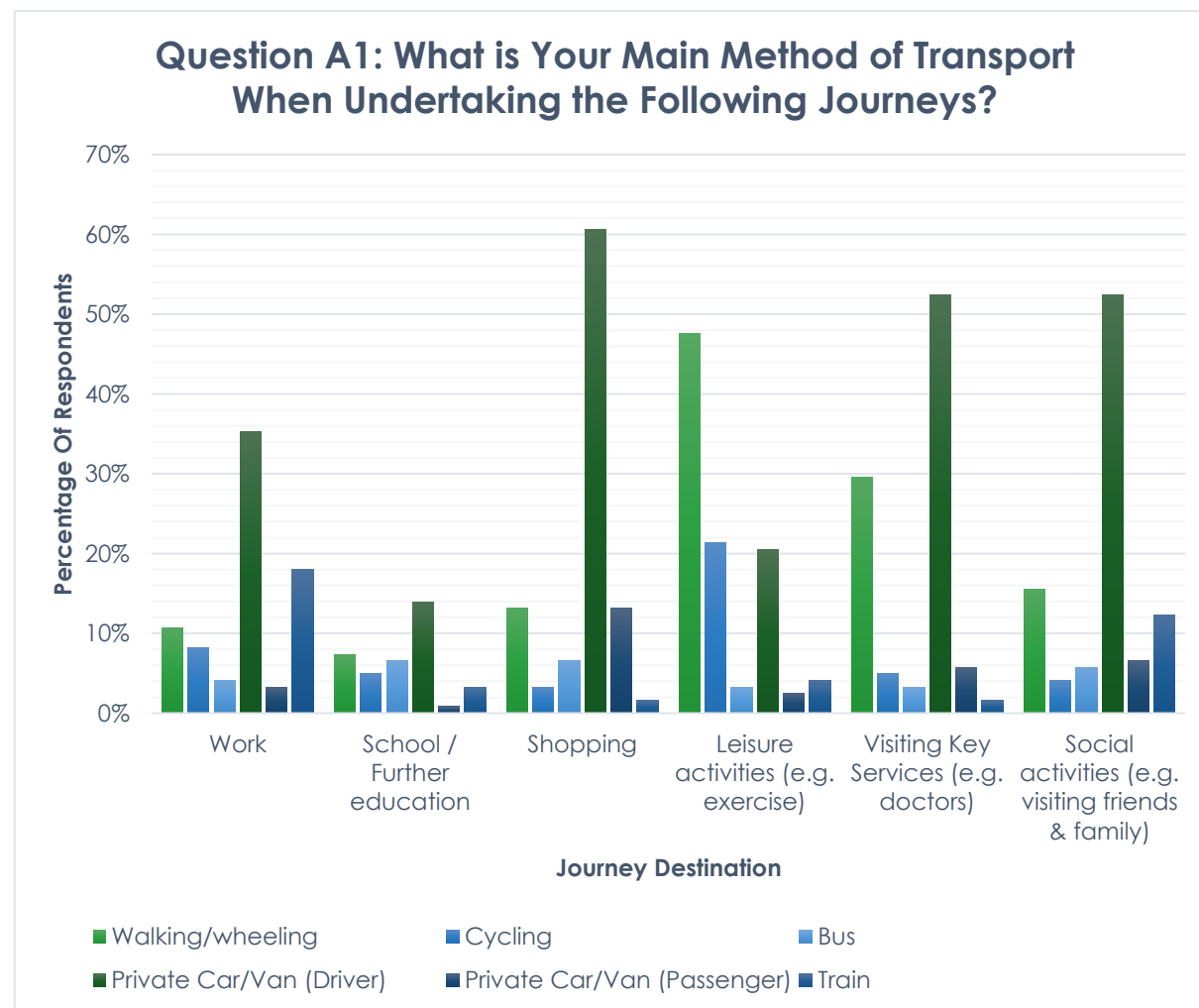


Figure B-1: Results of survey question A1 indicating current modal choice.

When asked to elaborate on how easy it is to travel by these various modes, more respondents indicated that it was easy to travel by all modes, except for cycling where 35% disagreed that it was easy to travel and only 30% agreed. This is outlined in Figure B-2 which shows respondents' level of agreement with ease of travel in West Dunbartonshire. This indicates that the least easy modes to travel by is cycling (35%) followed by the bus (25%) and walking or wheeling (24%) while the car and train appear to be the easiest modes with 63% and 61% agreeing respectively.

Further insight into respondents travel experience highlighted that there tends to be a willingness and positive attitude to moving towards more sustainable modes of transport such as buses and trains, but that people feel unable to do so currently. The unreliability and limited frequency of the current bus and train service was quoted as being a main barrier to better public transport uptake. It was also noted that bus stops and railway stations are too far to travel to and not well integrated with each other. There was additionally a concern about safety on public transport that was raised repeatedly with respondents stating this as a deterrent to using these modes.

There was a general positive attitude to the NCN with users noting that it is good for leisure travel, with the main limitation raised being a lack of lighting and some maintenance issues. However, it was noted that there is a distinct lack of any other cycle infrastructure and so travelling to specific destinations such as school or work is difficult, as is travelling to the NCN from residential areas. Road safety and vehicle conflict was a common concern with many users feeling unsafe cycling on the road, and that even when using the NCN, interaction with road junctions felt unsafe. The A82 is a main artery through West Dunbartonshire, and this was noted to be busy, and often at risk of congestion and collisions making it difficult to cross and interact with as an active travel user.

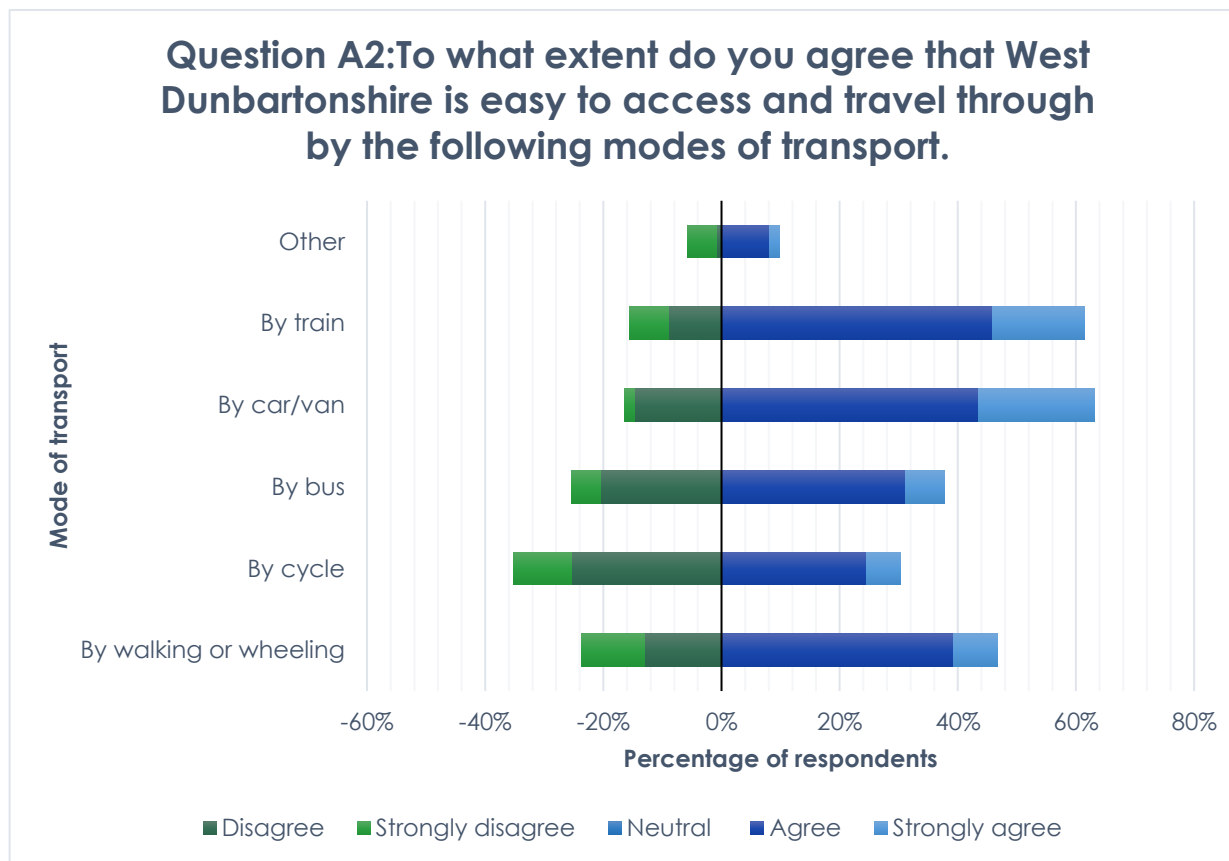


Figure B-2: Results of survey question A2 indicating ease of travel in WDC.

There were specific concerns related to accessibility for mobility impaired users including the limitations that poor footway quality puts on mobility scooters and wheelchairs. This was also raised as an issue concerning public transport with train station access having poor surface quality and limited ramps. It was also noted that when there is active travel provision, such as the NCN, there is no separation between those cycling and those walking and wheeling.

B.4.2. Existing Travel Conditions – Barriers

As part of the survey respondents were given an opportunity to identify their current barriers to walking, wheeling, and cycling in West Dunbartonshire. Respondents were provided with a list of potential barriers for walking and wheeling and then for cycling, of which they could select three and then they could further explain the detail of their answers in a subsequent question.

Figure B-3 details the results of respondents' barriers to walking and wheeling in the region. It is clear that the greatest barrier is the poor condition of footways with 54% of respondents selecting it. This is followed by aggressive driver behaviour (32%), poor lighting (30%), feeling unsafe (29%), and lack of continuous footways (27%).

When expanding on these answers, users reiterated concerns with footway quality noting issues such as overgrown vegetation, flooding, and irregular paving as well as increasing instances of dog fouling. The issue of cars parked on the footway was also reiterated with respondents noting that they were left walking on the road and that the issue is particularly severe near schools. It was also noted that lack of cycle lanes and segregation between

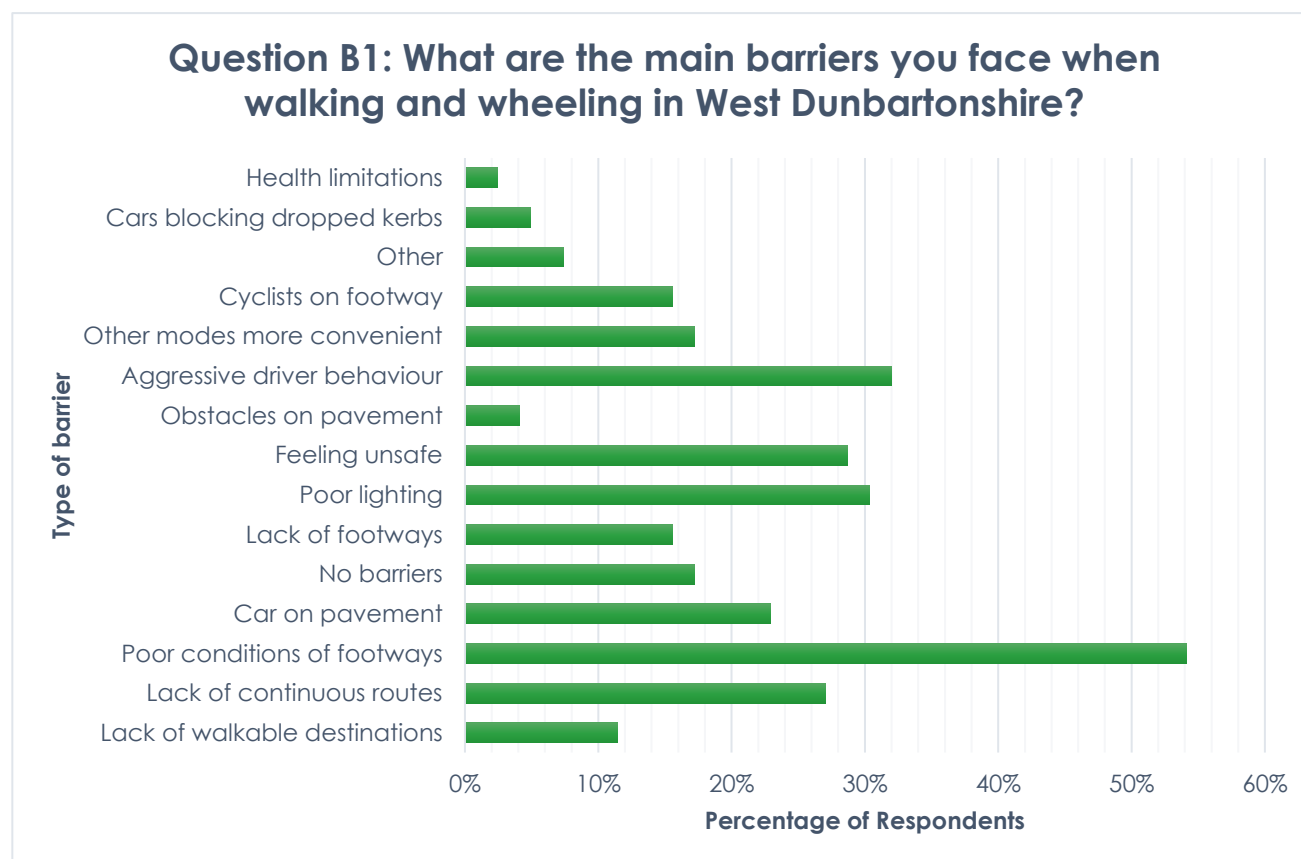


Figure B-3: Results of survey Question B1 indicating barriers to walking and wheeling in WDC.

pedestrians and cyclists often sees cyclists using the footway at speeds which makes other users uncomfortable. Nighttime was noted to be a period which is particularly unappealing to pedestrians, drawing attention to a lack of passive surveillance and the limited light produced from new LED lights.

Figure B-4 details the results of respondents' barriers to cycling in the region. In regarding to cycling, the most apparent barrier is access to a cycle with 61% of respondents stating that they do not own a cycle. The quality of the cycle route itself was the next most common issue, including poor road conditions (45%), lack of continuous routes (42%), and lack of segregated cycle lanes (39%).

When elaborating on their answers, respondents stressed that they want to cycle but are unwilling to because of road safety, noting that even though the NCN is good it is not easy to access. Respondents mention the speed, volume, and aggression of drivers as the main deterrents from cycling on the road which, combined with potholes and parked cars, make it difficult to cycle on road in the region. This is a particular issue because of the lack of cycle infrastructure outside of the NCN and is significantly worse in rural areas with high speeds and narrow roads. Other concerns raised included conflict with pedestrians on cycle paths and security limitations due to lack of lighting and secure cycle parking.

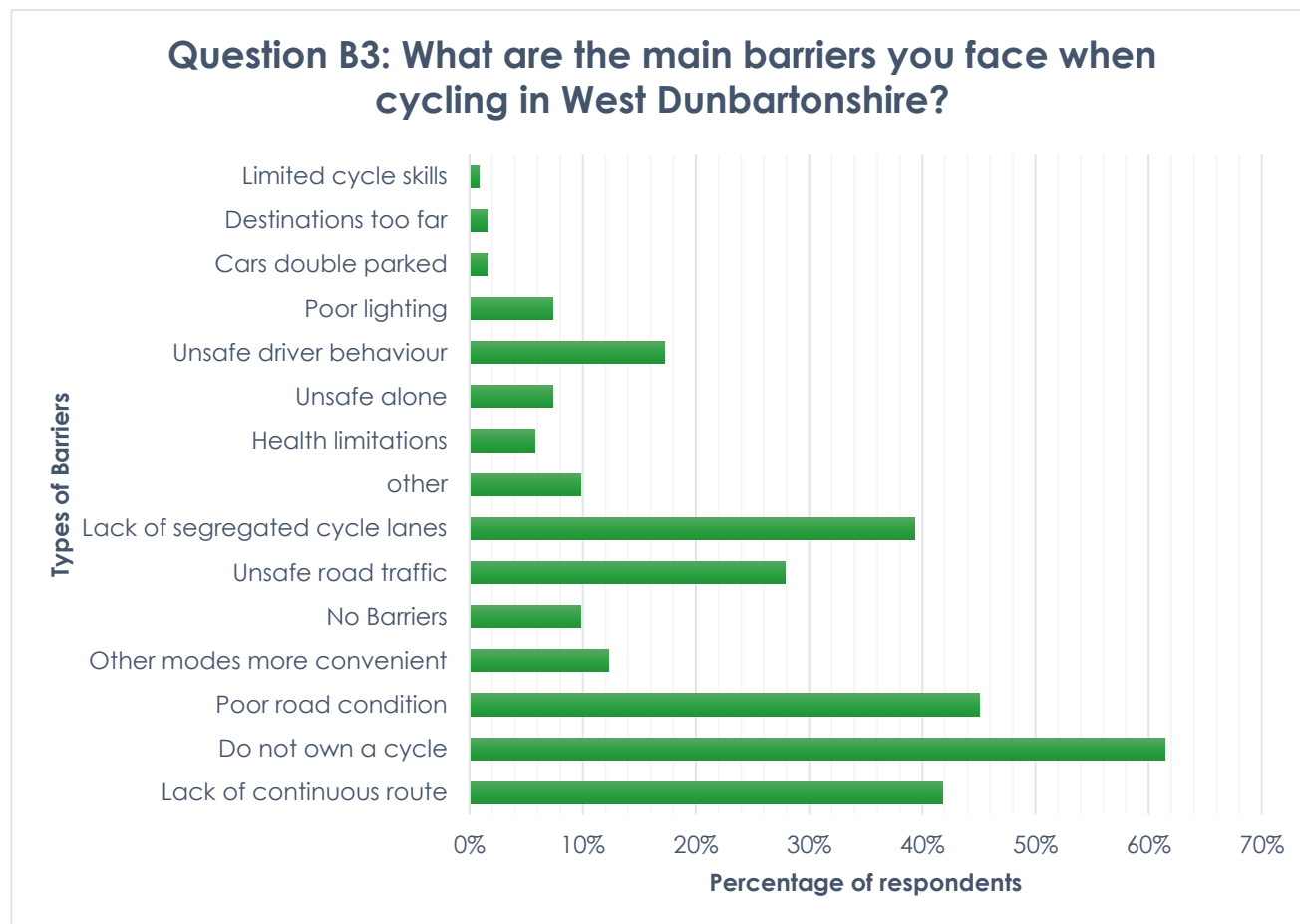


Figure B-4: Results of survey Question B2 indicating barriers to walking and wheeling in WDC.

B.4.3. Future Travel Aspirations

Respondents were given an opportunity to indicate which initiatives they would most like to see in West Dunbartonshire that would encourage walking, wheeling, and cycling. Lists of potential initiatives were provided for infrastructure and for behaviour change separately and respondents were asked to choose two which they felt would encourage them to use active travel more. These were asked for walking and wheeling, and then cycling respectively.

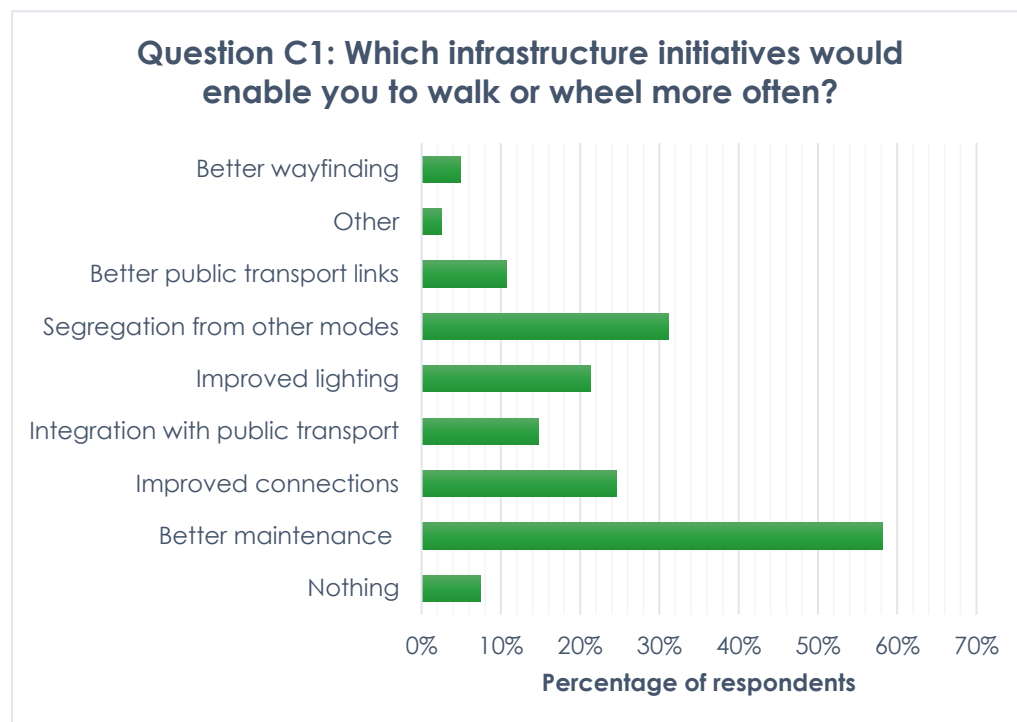


Figure B-5: Results of survey Question C1 indicating which infrastructure initiatives respondents feel will enable them to walk and wheel more.

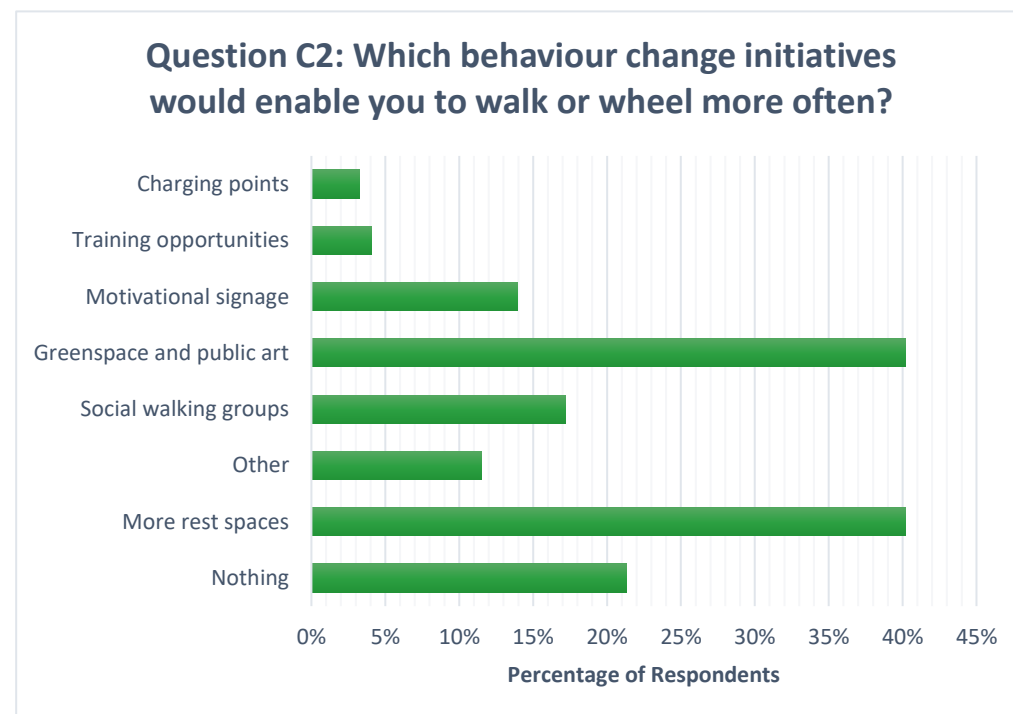


Figure B-6: Results of survey Question C2 indicating which behaviour change initiatives respondents feel will enable them to walk and wheel more.

Regarding walking and wheeling, Figure B-5 indicates the infrastructure initiatives users would like and Figure B-6 indicates the behaviour change initiatives users would like to see. For the former, improved maintenance of paths and footways is a clearly the most important initiative with 58% of respondents selecting this, followed by segregation from other modes selected by 32% of respondents. For behaviour change based initiatives

40% of people said that greenspace or public art and more rest areas would enable them to walk or wheel more, however 21% said that no initiatives would help.

Across both sets of questions there are some respondents who suggested 'other' initiatives relating to walking and wheeling (2% for infrastructure and 11% for behaviour change). These included litter picking events, women safety support, action against car owners, and most predominantly public toilet provision.

Respondents were asked the same questions regarding cycling and the results regarding infrastructure initiatives are outlined in Figure B-7, and regarding behaviour change are outlined in Figure B-8. For infrastructure initiatives, both segregation from other transport modes and better maintenance were selected by 38% of respondents, and an improved and better-connected network was selected by 33%. However, 27% of respondents also stated that nothing would encourage them to cycle more. In regard to behaviour change, no initiatives would encourage active travel uptake was selected by 34% of respondents, more than any other option. Aside from this, the only other initiative that was selected by more than 20% of users was better route and activity information (28%).

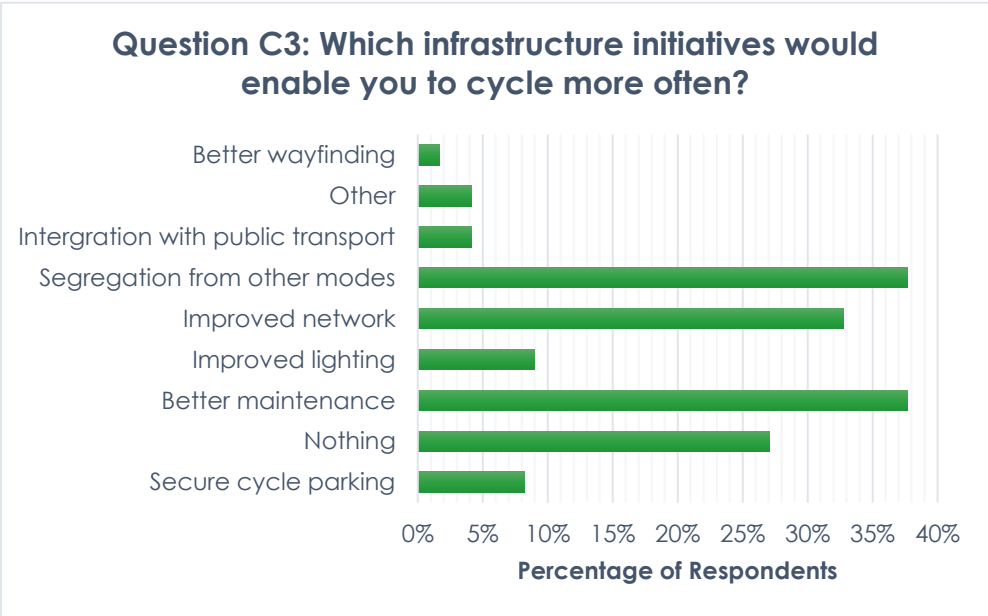


Figure B-7: Results of survey Question C3 indicating which infrastructure initiatives respondents feel will enable them to cycle more.

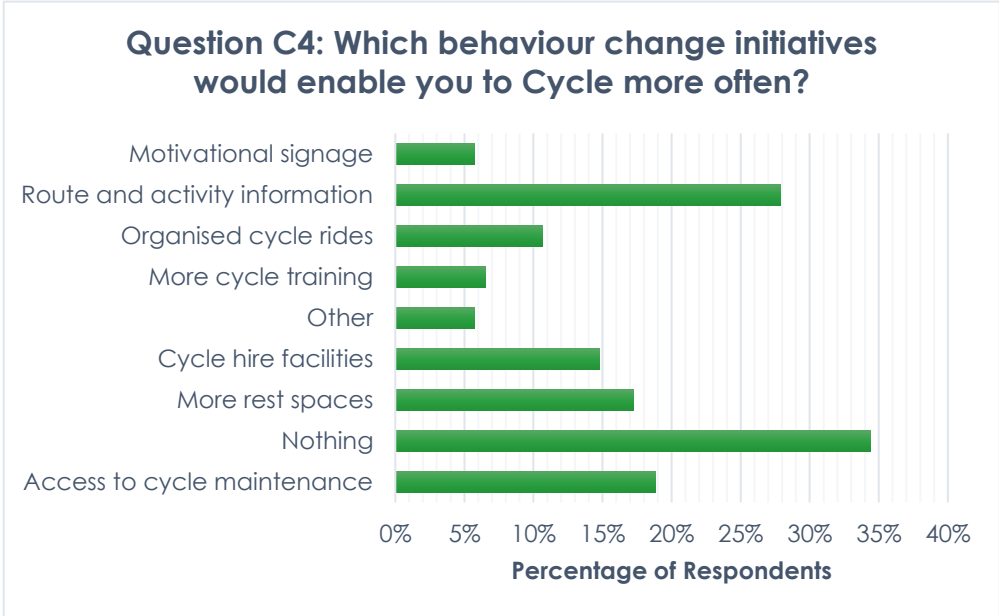


Figure B-8: Results of survey Question C4 indicating which behaviour change initiatives respondents feel will enable them to cycle more.

Across both sets of questions there were some respondents who suggested 'other' initiatives relating to cycling (4% for infrastructure and 6% for behaviour change). These included suggestions to improve junction design, vehicle driver education, and secure cycle parking.

Alongside initiatives, respondents were able to indicate how much they agreed with statements regarding West Dunbartonshire Council's (WDC) ambitions. The ambitions were listed as follows:

- **Ambition 1:** There is a need to improve the actual and perceived safety for those travelling actively, including children, women, and ethnic minority groups.
- **Ambition 2:** To increase the number of people traveling by active modes it is important to raise awareness of the benefits of active travel and promote opportunities to get involved.
- **Ambition 3:** Promoting active travel across West Dunbartonshire could contribute to the improved physical, social and mental wellbeing of people.
- **Ambition 4:** To promote inclusive and sustainable growth, we need to connect key land uses and destinations via a coherent active travel network, taking advantage of public transport connections as well as blue-green infrastructure improvements.
- **Ambition 5:** To help reduce climate impact we can encourage active travel to be the preferred mode for short journeys.

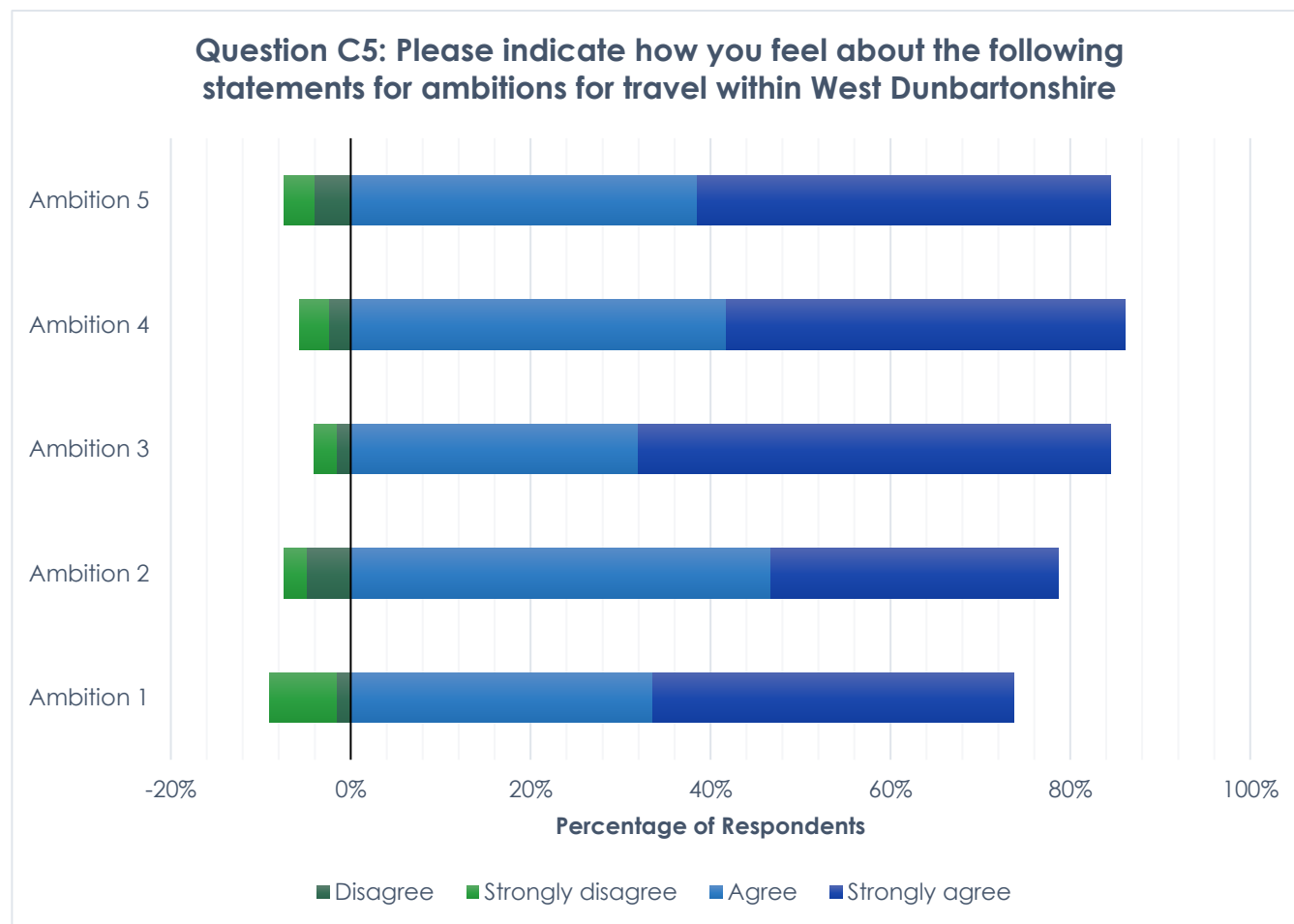


Figure B-9: Results of survey Question C5 indicating respondents' level of agreement with WDC's ambitions.

Respondents were able to rate each of these on a scale from strongly disagree to strongly agree. Figure B-9 outlines the results and shows general support for the ambitions. Every ambition was agreed or strongly agreed with by over 74% of respondents and disagreed with by less than 10%. Ambition 3 relating to well-being and health was the most strongly agreed with (52%), and Ambition 4 on encouraging sustainable growth had the most overall support with 86% of respondents agreeing or strongly agreeing. Ambition 1 was the least supported with 9% strongly disagreeing, but still had 76% agreeing or strongly agreeing.

B.5. Public Engagement Events

Four public engagement events were delivered in March 2024 to help facilitate more in-depth discussions around active travel with communities across West Dunbartonshire. The locations of these events are identified in Figure B-10 and the corresponding dates are listed below:

- Monday 11th March: *Clydebank Town Hall*
- Tuesday 12th March: *Alexandria Community Centre*
- Wednesday 13th March: *St Kessog's Church Hall (Balloch)*
- Thursday 14th March: *Concord Community Centre (Dumbarton)*

The purpose of the engagement events was to enable residents to share their views on how walking, wheeling, and cycling connections across West Dunbartonshire should look over the next 10 years and beyond. Residents could also obtain information on the purpose of the ATS whilst sharing their lived experience of active travel across West Dunbartonshire.

To maximise reach, venues across the three main urban areas of West Dunbartonshire were chosen to host the public engagement events. Officers from WDC's Roads and Neighbourhood teams as well as AtkinsRéalis staff attended all four events, presenting maps of the focus area, recording the views and suggestions shared by residents, whilst also providing paper copies of the public survey for residents to complete. Social media, direct emails, and

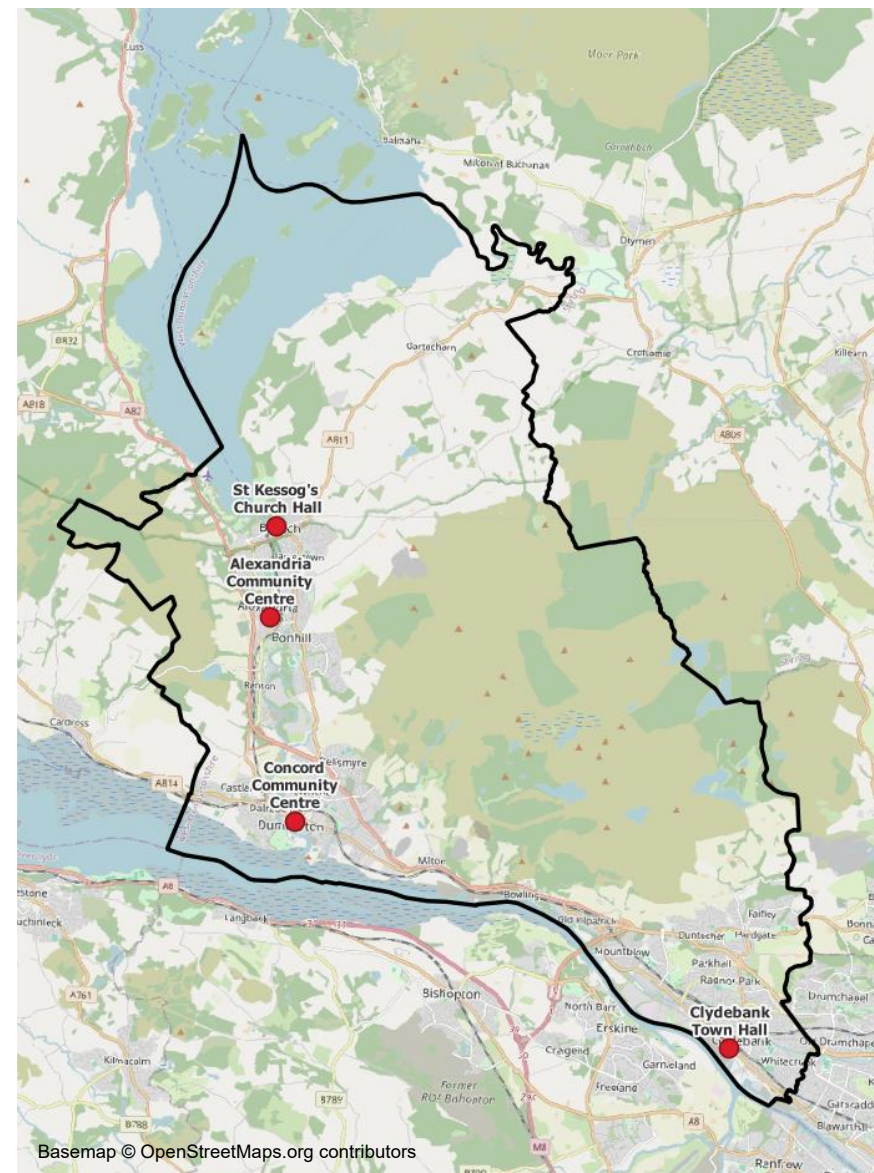


Figure B-10: Public engagement event locations

local newsletters were some of the communication channels used to promote the public engagement events and a promotional poster was created as seen in Figure B-11.

B.5.1. Feedback Summary / Key Insights

Discussion points and key insight shared during the in-person engagement events included:

- Community council members took the opportunity to share their knowledge on the area and highlight their upcoming *Local Place Plans*. The community council members emphasised a number of local place plans which are due to be released and that active travel is a common focus area across them.
- At all four of the locations similar barriers to cycling, walking, and wheeling were raised which reflect those already noted in the survey results. The main barriers noted were that improved maintenance is needed, safety is a concern and a major reason as to why people don't travel by cycle, and that the NCN lacks lighting.
- Specific locations were noted, including the Old Military Road to Gartocharn and the A813 to Bonhill which have narrow footways, the Park and Ride at Kilbowie is currently underused which provides an opportunity to increase use, and that crossing points to and from the NCN are safety concerns.

In addition to this, public transport was also a focus area of discussion with users noting a lack of connectivity with key services (hospital) and other transport modes (rail), and the positioning of bus stops means people don't see the bus service as a viable transport option. It was suggested that bus times do not align with train times, leading to additional and unnecessary travel time, making private cars more practical forms of transport.

West Dunbartonshire COUNCIL **AtkinsRéalis**

HAVE YOUR SAY!

ACTIVE TRAVEL STRATEGY

Have your say on how walking, wheeling, and cycling connections across West Dunbartonshire should look over the next 10 years and beyond.

West Dunbartonshire Council is in the process of developing an Active Travel Strategy for the region. Active travel refers to journeys undertaken by people walking, wheeling (people using wheelchairs or any alternative to foot/pedestrian-based mobility), cycling and scooting.

Have your say!

Please follow the QR code to complete a short survey by **Sunday 31st March 2024** to have your say.

Scan QR code to access the survey

In Person Events

We are also holding public drop-in sessions where you can meet some of the project team, ask questions, and share your views in person.

11/03/24: Clydebank Town Hall (Reception Room)	12:00 - 17:00
12/03/24: Alexandria CE Centre (Area 1)	15:00 - 20:00
13/03/24: St Kessog's Church Hall, Balloch	12:00 - 17:00
14/03/24: Dumbarton Concord Community Centre	12:30 - 17:30

Should you require the survey in an alternative format or if you wish to request a printed copy to be posted to you, please email: CAS_Roads_Contact_Centre_Queries@west-dunbarton.gov.uk

Figure B-11: Promotional Poster

Appendix C. Network Plan

The aim of the network plan is to identify a strategic network connecting key destinations within the study region through the most direct routes possible. In West Dunbartonshire there currently is, as previously discussed, the National Cycle Network running through the area, and although an important connection for cycling in the area, is not always the most direct route between key locations and so is not typically used for everyday travel. There may be more direct routes available, but they are not currently well-used because of a lack of infrastructure even though there may be suppressed demand. The network plan will mitigate this limitation by predicting where people would be travelling if they had the most direct route choice, rather than where they currently travel. This direct route choice is then used to provide a more aspirational and optimised travel network.

The process used to do this is broken down into four steps as outlined below and indicated in Figure C-1^{xxiv}. Note that these steps are displayed through maps on the following pages.

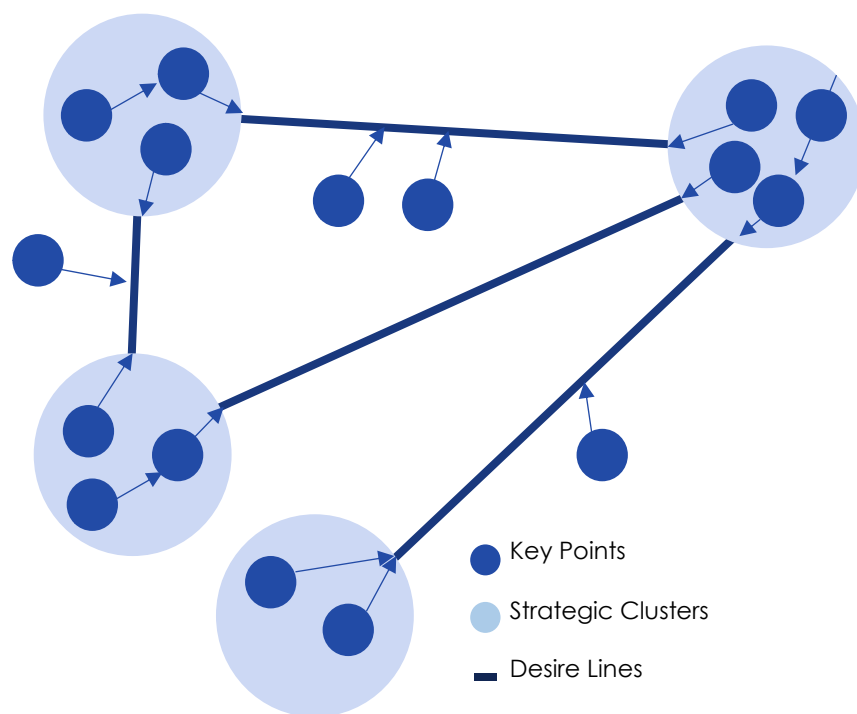


Figure C-1: Visual representation of Step 1 – 3 of the network plan.

Step 1: Identify Key Points

The first step is to identify key origins and destinations within the region that users will be travelling to and from. These are the locations which will likely generate the most trips. In the case of West Dunbartonshire, the key locations were identified using mapping software, census data, and local knowledge and included:

- Main employers and industrial complexes,
- Schools including primary, secondary, and tertiary education,
- Retail such as major shopping centres and high streets,
- Culture and tourism attractions,
- Hospital and medical facilities,
- Railway stations, and,
- Residential centres

These key points are indicated on a map of West Dunbartonshire in Figure C-2.

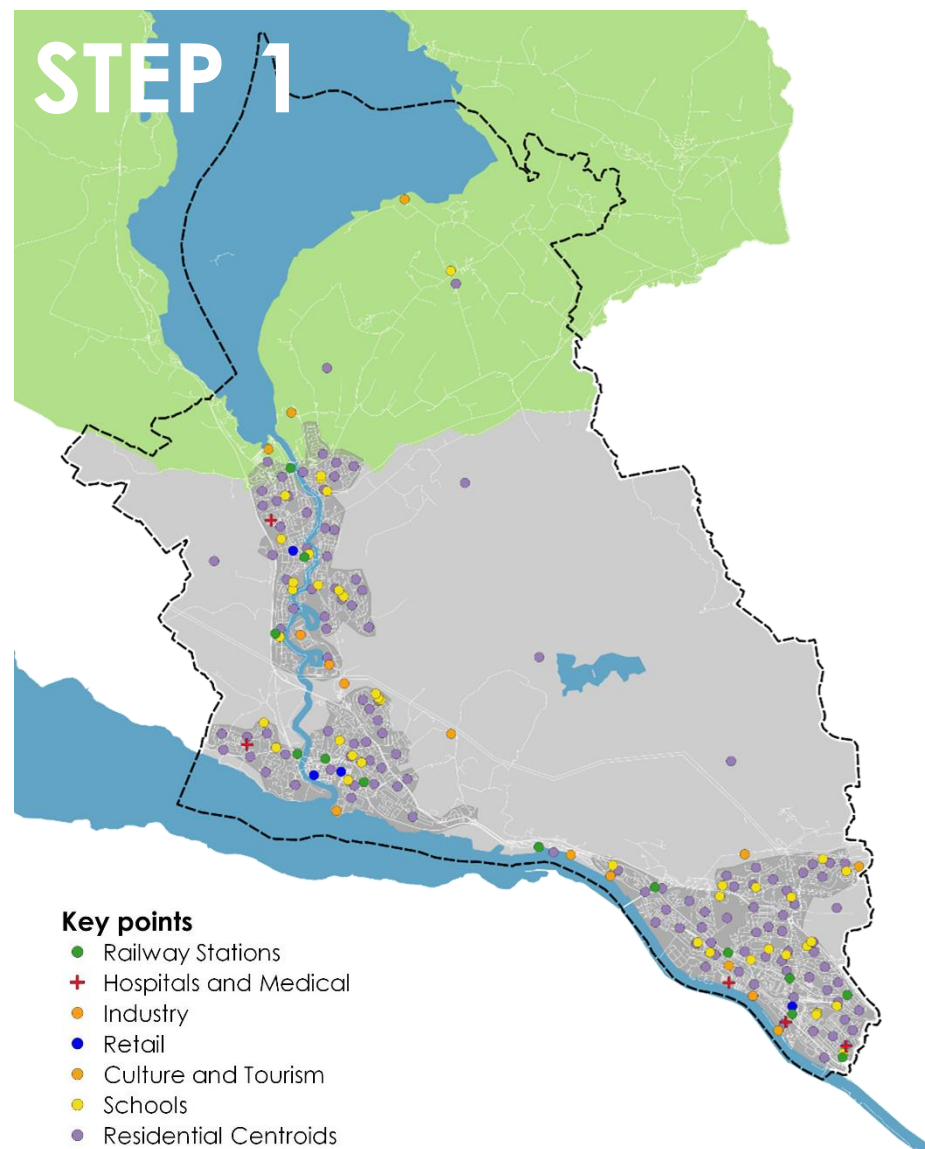


Figure C-2: Map indicating Step 1 showing the identification of key points across West Dunbartonshire.

Step 2: Clustering key points

The mapping of the key locations are then grouped into clusters based on proximity to each other. These clusters will represent strategic locations used for the network plan. The cluster locations considered the existing key points identified in the previous steps while also considering future developments as identified in the Local Development Plan^{xxv} as well as key locations within neighbouring councils.

This clusters will make up strategic locations used to create the network and are shown in Figure C-3.



Figure C-3: Map indicating Step 2 showing strategic clusters

Step 3: Desire Lines

Each of the strategic clusters were then connected with straight links representing desire lines. These indicate key movement corridors which the cycle network should aim to support. In order to ensure the network was usable all links were less than 5 miles^{xxvi}. These desire lines make up the strategic network as outlined in Figure C-4.

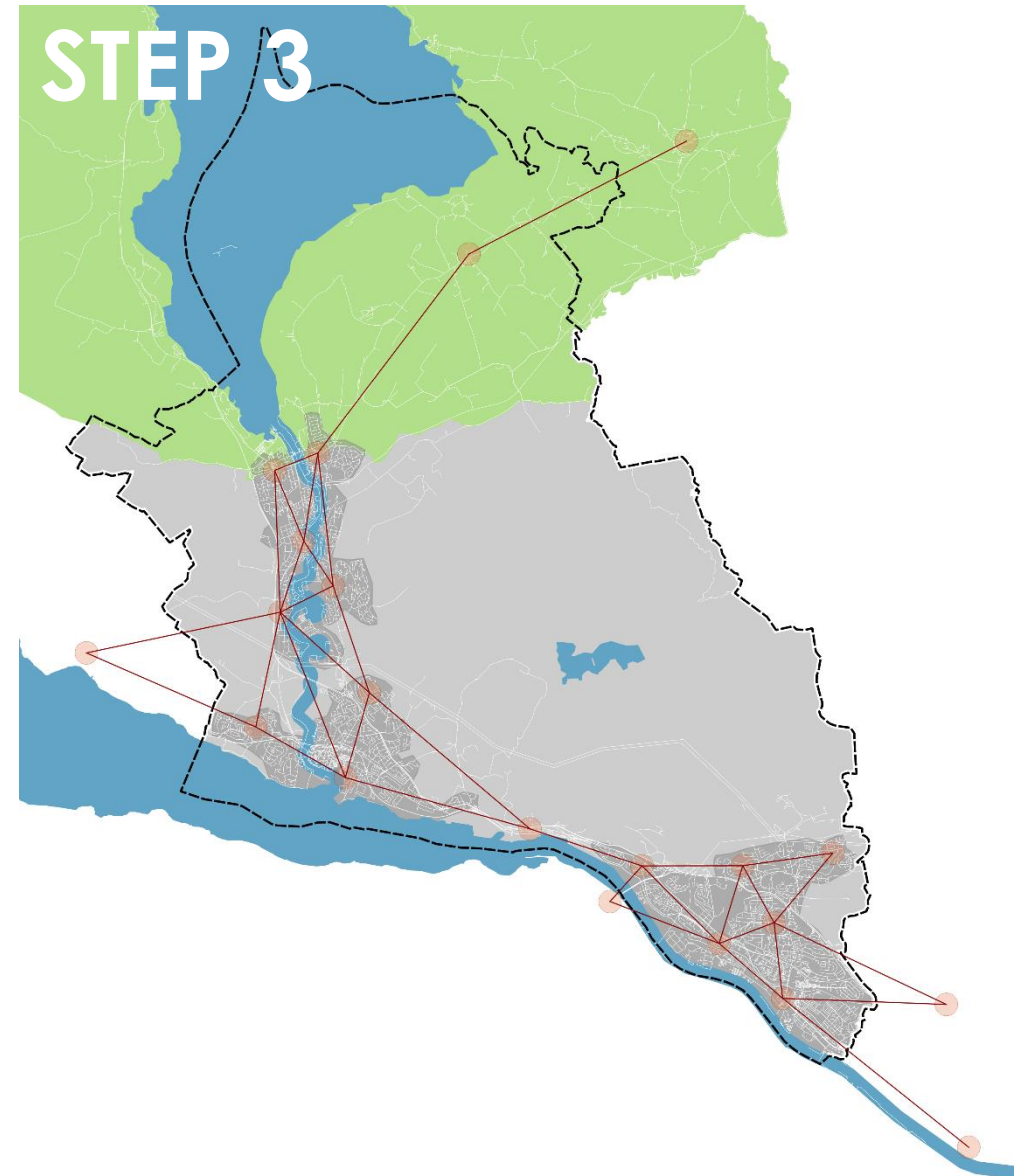


Figure C-4: Map indicating Step 3 showing desire lines linking strategic clusters.

Step 4: Aspirational Everyday Journey Network

The desire lines are straight links and so do not match the existing road network. Ideally active travel routes would be created along the most direct desire lines, but existing infrastructure will prevent this (such as private property boundary lines, buildings, and water ways). Each straight desire line identified in step 3 therefore needs to be aligned onto the existing roads and paths in West Dunbartonshire. This creates an aspirational everyday journey network which takes the shortest possible route along actual roads and paths as mapped in Figure C-5. It will be one of the aims of the active travel strategy to propose appropriate infrastructure on this aspirational everyday journey network, resulting in the potential to provide a network which is optimal for users to access key destinations within the region.

The aspirational everyday journey network is contained within West Dunbartonshire but as noted in previous steps, there are strategic links to locations within neighbouring councils. It is outside of the scope of West Dunbartonshire Council (WDC) to make changes within the neighbouring authorities however cross council movement should be considered. A number of the routes leading out of West Dunbartonshire match with either established routes or planned routes by neighbouring councils, further supporting their strategic importance. Figure C-5 identifies those routes in neighbouring councils which relate to route-based actions in the WDC Active Travel Strategy

STEP 4

ARGYLL & BUTE

This route links with the existing planned cycle path aimed at linking Helensburgh to Dumbarton through Cardross as per Argyll and Bute website ^{xxvii}

RENFREWSHIRE

In their 2017 *Local Transport Strategy* ^{xxviii} Renfrewshire Council notes an active travel action to 'Design and build inter urban cycle routes between Linwood and Bishopton and Erskine Bridge'. And although currently closed there are cycle lanes on each side of the Erskine Bridge

STIRLING

This route links with Drymen where active travel upgrades of the A811 has already been put forward by local community trusts ^{xxix} aimed at connecting the village as part of an ambitious project connecting Stirling to Dumbarton Castle.

GLASGOW CITY COUNCIL

Glasgow has developed an application which provides information on all cycle routes and their quality across the city called *Glasgow Cycling* ^{xxx}. At this point there is a on road cycle lane which ends at the WDC border making it a prime location for improved cycle continuity.

Figure C-5: Map indicating Step 4 showing the aspirational everyday journey e network as applied to existing paths and roads.

Step 5: Adding Leisure Routes

The aspirational everyday journey network focuses on everyday routes designed to get users from one key cluster to another by the shortest route possible. Active travel by its very nature of being active is not only associated with direct movement between two key points but also as a leisure activity. Leisure trips tend to be longer and focus on quiet routes with attractive features such as rivers or hills. In the case of West Dunbartonshire there is already an established leisure route in the National Cycle Network paths 745 and 7 which run through the council area. These routes are essential to the region and provide a path for those walking, wheeling, and cycling that is quiet, traffic free, with views of the union canal, the River Leven or the Loch Lomond and Trossachs National Park. Step 5 overlays the leisure routes with the aspirational everyday journey network created in step 4 providing a network that is encompassing of both everyday and leisure travel needs as shown in Figure C-6.

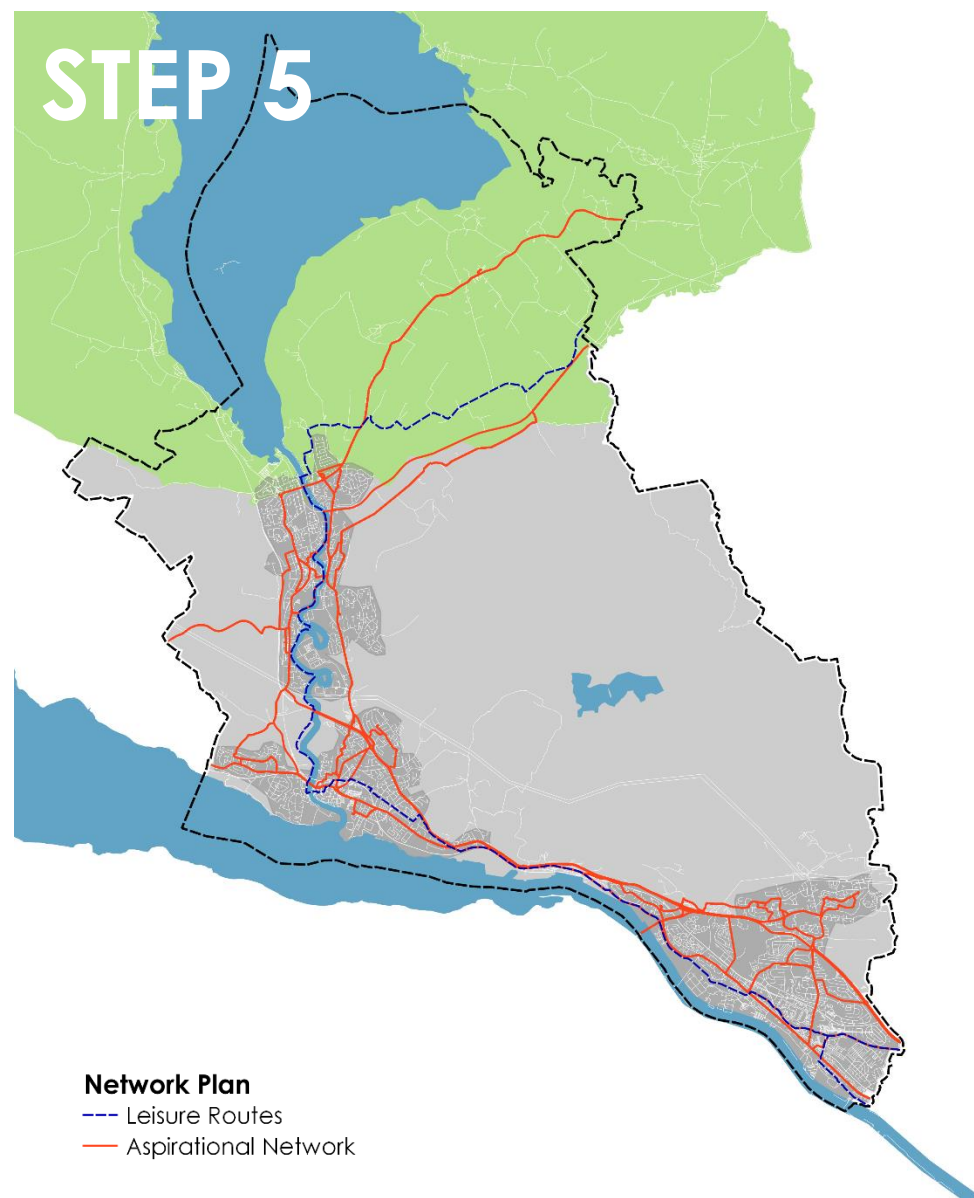


Figure C-6: Map indicating Step 5 showing leisure routes and everyday travel routes as per the aspirational everyday journey network

Appendix D. Multi-criteria Analysis

In total there were 15 routes suggested as part of the action list in the delivery plan. Each of these was assessed based on a set of criteria in order to prioritise the delivery of these routes. The detailed criteria were as follows:

Criteria	High - 5	Medium - 3	Low - 1
What is the potential level of users? <i>Source: Network Planning Tool^{xxx}</i>	The corridor is anticipated to see a high level of use – NPT “Go Dutch” >1000 users	The corridor is anticipated to see a medium level of use – NPT “Go Dutch” 250-1000 users	The corridor is anticipated to see a low level of use – NPT “Go Dutch” <250 users
What is the stakeholder/public appetite like? <i>Source: Stakeholder Comments</i>	The corridor has been mentioned >3 times or is known to be a problematic gap in the network	The corridor has been mentioned 2-3 times or is a gap in the network that would be desirable to fill	The corridor has been mentioned <2 times and while it is a gap in the network there are alternative corridors
What will the impact be on areas of socio-economic deprivation? <i>Source: SIMD^{xxxii}</i>	The corridor passes through areas of high socio-economic deprivation (1 st -3 rd percentile) helping connect residents to everyday destinations	The corridor passes through areas of medium socio-economic deprivation (4 th -7 th percentile), helping connect residents to everyday destinations	The corridor passes through areas of low socio-economic deprivation (8 th -10 th percentile), helping connect residents to everyday destinations
Does it link to public transport? <i>Source: Google Maps</i>	The corridor directly connects to a public transport interchange such as railway or bus station.	The corridor facilitates access to a public transport interchange such as railway or bus station but does not directly connect to it.	The corridor does not connect to a public transport interchange such as a railway or bus station.
Does it link to key land uses? <i>Source: Google Maps / LDP Future Allocated Areas</i>	The corridor directly connects to >3 key land uses such as schools, health facilities, retail, new development (employment/housing)	The corridor directly connects to 2-3 key land uses such as schools, health facilities, retail, new development (employment/housing)	The corridor directly connects to <2 key land uses such as schools, health facilities, retail, new development (employment/housing)
What is the current level of cycle friendliness? <i>Source: Network Planning Tool</i>	The corridor has a score of <25 on the NPT Cycle Friendliness	The corridor has a score of 25-50 on the NPT Cycle Friendliness	The corridor has a score of >50 on the NPT Cycle Friendliness

The scoring process involved assessing each route against the criteria above and allocating a score based on its performance. Using a broad range of criteria helps to ensure that one or two criteria do not have unjust bias which could skew the results. Once each route has been scored against the criteria it is totalled. The routes which have the highest score are those which are deemed to have the potential to have the greatest impact and are those which should be considered for implementation first.

Ref	Title	Potential level of users?	Stakeholder/ public appetite?	Socio-economic impact	Link to public transport?	Does it link to key land uses?	What is the cycle friendliness level?	Total
R-01	Kilbowie Road – Kilbowie Roundabout to Clydebank	5	3	5	5	5	5	28
R-02	A813 - Balloch to Bellsmyre	5	3	5	3	5	5	26
R-03	B857 & A812 - Balloch to Dalreoch Station	5	3	5	5	5	3	26
R-04	Glasgow Road - Dalreoch to Milton	5	3	3	5	5	5	26
R-05	A811 - Balloch to Drymen	3	3	3	5	5	5	24
R-06	A814 - Dalreoch Station to Cardross	5	1	5	5	3	5	24
R-07	A82 – Bellsmyre to Drumchapel	5	5	3	3	3	5	24
R-08	Glasgow Road – Clydebank to Yoker	3	3	5	5	3	5	24
R-09	Renton to Bellsmyre via Vale of Leven Industrial Estate	1	3	5	5	5	3	22
R-10	Mountblow Road – Mountblow to Dalmuir	5	3	5	3	3	3	22
R-11	Townend Road - Bellsmyre to Dumbarton	3	3	3	5	3	3	20
R-12	Dumbarton Road – Bowling to Clydebank	3	1	3	5	3	5	20
R-13	Faifley to Kilbowie Road Roundabout	5	1	5	1	3	5	20

Ref	Title	Potential level of users?	Stakeholder/ public appetite?	Socio-economic impact	Link to public transport?	Does it link to key land uses?	What is the cycle friendliness level?	Total
R-14	Duntocher Road – Kilbowie Roundabout to Dalmuir	5	3	3	5	1	3	20
R-15	Erskine Bridge – Old Kilpatrick to Erskine	5	3	3	3	1	5	20

Appendix E. Monitoring and Evaluation Plan

To ensure the success of the active travel strategy, it is crucial to ensure that regular monitoring and evaluation is carried out. By doing so, the impact of the active travel strategy's objectives and actions can be reviewed, and progress tracked to ensure that positive change is occurring within West Dunbartonshire.

The objectives within the strategy form the basis of the monitoring and evaluation review. From here, indicators can be used to benchmark against, and provide a springboard for, change using internal council data as well as external sources. The table below outlines indicators, data sources, and outcomes to be used as part of the monitoring and evaluation process.

Indicators		Data Sources	Definition of Success
Climate Impact	<ul style="list-style-type: none"> Air and noise pollution levels Percentage of people travelling to work or study by active modes Length (km) of active travel trips undertaken Perceived barriers to active modes 	<p>Existing data sources:</p> <ul style="list-style-type: none"> Scottish Transport Statistics Cycling Scotland Annual Monitoring Report Scottish Environment Protection Agency (SEPA) Pollution Mapping <p>Future data collection requirements:</p> <ul style="list-style-type: none"> Post construction/implementation engagement feedback. Localised pollution monitoring Postal residents' surveys Active travel surveys Traffic speed and volume surveys Findings from project governance groups 	<ul style="list-style-type: none"> Active travel becomes attractive as a mode of travel in the area for everyday journeys. Climate indicators show an improvement within West Dunbartonshire. Interventions result in increased uptake of active travel in the area.

Indicators	Data Sources	Definition of Success
Connectivity <ul style="list-style-type: none"> Length (km) of active travel paths/links improved or created Percentage of people travelling to work or study by active modes Length (km) of active travel trips undertaken Percentage of key land uses with cycle parking facilities Percentage of public transport interchanges that can be accessed actively Perceived barriers to active modes Perceived journey quality and safety for all travel modes 	<p>Existing data sources:</p> <ul style="list-style-type: none"> Cycling Scotland Annual Monitoring Report Scottish Transport Statistics School Hands Up Surveys Department for Transport (DfT)/Transport Scotland (TS) Traffic Counts <p>Future data collection requirements:</p> <ul style="list-style-type: none"> Post construction/implementation engagement feedback. Postal residents' surveys Active travel surveys Traffic speed and volume surveys Findings from project governance groups Post construction audits (if undertaken) 	<ul style="list-style-type: none"> Users of route feel safer when moving around. Engagement feedback highlights the improved quality of public spaces and their accessibility. Active travel becomes attractive as a mode of travel in the area for everyday trips. Survey findings point to increased comfort when using active travel Interventions result in increased uptake of active travel in the area.
Health <ul style="list-style-type: none"> Community health and wellbeing levels Percentage of active travel for recreation / leisure trips Perceived barriers to active modes Perceived journey quality for active travel modes Attitudes towards/propensity to walking, cycling and other active modes. Public awareness of active travel 	<p>Existing data sources:</p> <ul style="list-style-type: none"> Scottish Transport Statistics Cycling Scotland Annual Monitoring Report <p>Future data collection requirements:</p> <ul style="list-style-type: none"> Post construction/implementation engagement feedback. Postal residents' surveys Questions regarding propensity to use active travel to places of work/education/leisure and quality of place/placemaking. Attitudes and comments from those from protected characteristic groups. Active travel surveys Findings from project governance groups Reaction to online material and social media posts. Post construction audits (if undertaken) 	<ul style="list-style-type: none"> An increased number of people are observed to use active travel each day. Design interventions increase the likelihood of residents walking/wheeling in the area. Survey findings report an increase physical and mental wellbeing. Survey findings point to increased comfort when walking within the design area. Users of all abilities can become more independent when moving around the area. Active travel access to facilities is now direct and movement between areas becomes easier and safer.

	Indicators	Data Sources	Definition of Success
Inclusivity	<ul style="list-style-type: none"> Community health and wellbeing levels Percentage of key land uses with cycle parking facilities Percentage of public transport interchanges that can be accessed actively No. of streetscape improvements Vehicle movements by vehicle class Vehicle speeds Rate of traffic collisions and casualties Perceived barriers to active modes Perceived journey quality for active modes Percentage of vehicle ownership 	<p>Existing data sources:</p> <ul style="list-style-type: none"> Road collision statistics to-date Sustrans Walking and Cycling index Cycling Scotland Annual Monitoring Report Scottish Index of Multiple Deprivation (SIMD) Data <p>Future data collection requirements:</p> <ul style="list-style-type: none"> Post construction engagement feedback. Postal residents' surveys Pedestrian Route intercept surveys Questions regarding the width, quality of footways and pedestrian experience. Attitudes and comments from those from characteristic groups. Active travel surveys Traffic speed and volume surveys Findings from project governance groups Reaction to online material and social media posts. Post construction audits (if undertaken) 	<ul style="list-style-type: none"> Users of all abilities can become more independent when moving around the area. Active travel access to facilities is now direct and movement between areas becomes easier and safer. Design interventions result in decreased vehicular traffic speeds in the area. Engagement feedback highlights the improved quality of active travel journeys.
Education	<ul style="list-style-type: none"> Percentage of active travel for recreation / leisure trips Percentage of people travelling to work or study by active modes Rate of traffic collisions and casualties Perceived barriers to active modes Perceived journey quality for active modes 	<p>Existing data sources:</p> <ul style="list-style-type: none"> Road collision statistics to-date Scottish Transport Statistics Cycling Scotland Annual Monitoring Report <p>Future data collection requirements:</p> <ul style="list-style-type: none"> Post construction/implementation engagement feedback. Postal residents' surveys Active travel surveys Findings from project governance groups Reaction to online material and social media posts. Post construction audits (if undertaken) 	<ul style="list-style-type: none"> Users feel safer when moving around. An increased number of people are observed to use active travel each day. Behaviour change interventions result in an increase in understanding and respect between users Active travel becomes attractive as a mode of choice for everyday trips.

	Indicators	Data Sources	Definition of Success
Safety	<ul style="list-style-type: none"> Vehicle movements by vehicle class Vehicle speeds Rate of traffic collisions and casualties Perceived journey quality for active modes 	<p>Existing data sources:</p> <ul style="list-style-type: none"> Scottish Transport Statistics Cycling Scotland Annual Monitoring Report <p>Future data collection requirements:</p> <ul style="list-style-type: none"> Post construction/implementation engagement feedback. Postal residents' surveys Active travel surveys Findings from project governance groups Reaction to online material and social media posts. Post construction audits (if undertaken) 	<ul style="list-style-type: none"> Users of the route feel safe when using it Design interventions result in decreased vehicular traffic speeds in the area. Survey findings point to increased comfort when walking within the area. Audits highlight improvements across all criteria. Engagement feedback highlights the improved quality of active travel journeys.

Appendix Reference List

-
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- ii Scottish Government (2020) [National Transport Strategy 2](#)
- iii Transport Scotland (2019) [Scotland's Active Travel Framework](#)
- iv Transport Scotland (2016) [Going Further: Scotland's Accessible Travel Framework](#)
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- vi The Scottish Government (2014) [Let's Get Scotland Walking: The National Walking Strategy](#)
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- ix Scottish Government (2019) [Climate Ready Scotland: Second Scottish Climate Change Adaptation Programme 2019-2024](#)
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- xxv See reference xix
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- xxvii Argyll and Bute Council (2024) [Helensburgh, Cardross and Dumbarton Cyclepath Update](#)
- xxviii See reference xvii
- xxix Alyn Smith (2022) [Stirling, the 'King's Highway' petition from Alyn Smith MP](#)
- xxx Glasgow City Council (2024) [Cycling Information](#) – interactive map
- xxxi Network Planning Tool Scotland (NPT) (2023) [NPT Scotland](#)
- xxxii Scottish Index of Multiple Deprivation (2020) [SIMD \(Scottish Index of Multiple Deprivation\)](#)