

INVERCLYDE ACTIVE TRAVEL STRATEGY



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1. WHY DO WE NEED AN ACTIVE TRAVEL STRATEGY FOR INVERCLYDE?

1.1 Introduction

Inverclyde Council recognises that increased levels of walking and cycling can contribute to improved conditions for those living, working or visiting Inverclyde. The Council also recognises that it has a key role to play in enhancing the opportunity for active travel. This Active Travel Strategy (ATS) sets out the Council’s commitment to promoting and investing in active travel at the local level, in support of the policy framework at the national and regional levels.

With active travel generally taking place on a local scale, walking and cycling development must also take place at a local level. There is a growing recognition that active travel contributes to transport as well as health, social equalities and environmental outcomes.

Reflecting the positive role of active travel and its wider contribution to communities across Scotland, the Scottish Government has committed, through the Programme for Government (2017-2018), to double investment in active travel from £40 million to £80 million from 2018-2019, equating to almost £15 a head based on a population of 5.4m. Scotland's Community Links grants scheme will help deliver this additional funding by supporting infrastructure projects that make Scotland’s towns and cities friendlier and safer places for people to walk and cycle.

Inverclyde: Key statistics

- Inverclyde’s population in 2016 was estimated to be 79,1601.
- The population of Inverclyde accounts for approximately 1.5% of the total population of Scotland².
- Compared to the Scottish average, Inverclyde has a slightly lower proportion of children and young people and a slightly higher proportion of older people (aged 60+)³.
- People aged 60 and over make up 26.8% of Inverclyde’s population. This is proportionately larger than the Scottish average, where 24.4% were estimated to be aged 60+. The most significant population increase in Inverclyde is projected for the age group 75+, with an estimated increase of 67.7% by 2039 ⁴.
- The average number of persons per household is 2.1.
- 73% of the working age population is in employment.
- The vast majority of economic outputs are accounted for by human health and social work activities (23%) and wholesale and retail trade (15%)⁵.

This Strategy has been informed by the results of the 2017 Inverclyde Alliance ‘Our Place Our Future’ survey, which used the Place Standard Tool ⁶ to gather people’s views on 14 physical and social elements, as they

¹ Inverclyde Outcomes Improvement Plan 2017-2022

² Inverclyde Council Area – Demographic Factsheet, National Records of Scotland, 2016

³ Inverclyde Outcomes Improvement Plan 2017-2022

⁴ Inverclyde Outcomes Improvement Plan 2017-2022

⁵ NomisWeb Official Labour Market Statistics

⁶The Place Standard Tool (2015), Scottish Government/NHS Health Scotland/Architecture &Design Scotland



related to their local area or Inverclyde as a whole. The most relevant elements to this strategy are; moving around, and streets and spaces.

This strategy complements the adopted Local Development Plan (2014), the Local Development Plan: Proposed Plan (2018), Inverclyde Outcomes Improvement Plan (2017 - 2022) and Active Living Strategy (2014). It will be an evolving strategy, with the Action Plan being reviewed and updated as further work is undertaken by the Council and partners.

The range of benefits of active travel is encapsulated within this graphic from the 2014 Scottish National Walking Strategy:⁷



That strategy, and the Cycling Action Plan for Scotland, set the main frameworks for the delivery of active travel. However, they do not stand alone, as they build on a range of strategies and policies that have sought, over the last decade or so, to create the right environment for achieving active and sustainable travel choices.

⁷ Let's Get Scotland Walking: The National Walking Strategy, 2014, The Scottish Government

This document will serve as a basis to set out future proposals and further strengthen the role of active travel in Inverclyde, as well as supplementing wider initiatives at the regional and national scale.

1.2 Active Travel in Inverclyde

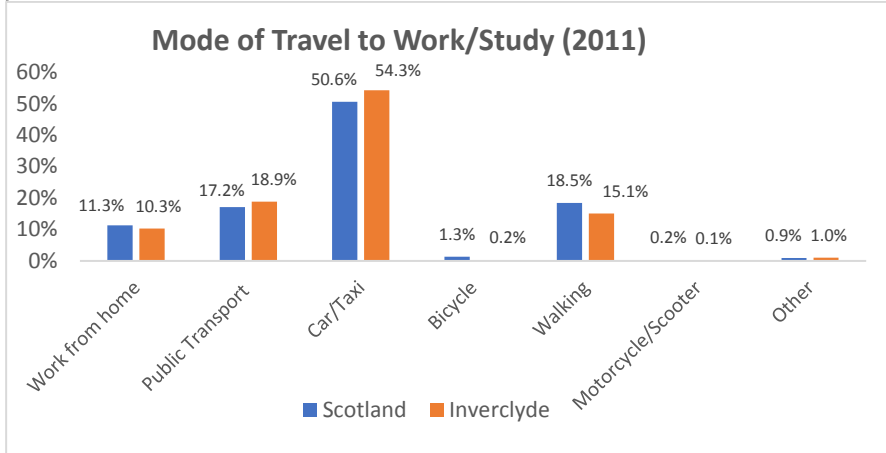
The A8 and A78 trunk roads serve Inverclyde, along with two train lines with fourteen stations and four ferry services. A number of bus companies also operate throughout the area, with upgraded bus stations at Greenock and Port Glasgow. Inverclyde is also connected by a comprehensive core path network and National Cycle Network routes NCN75 and NCN 753, which provide active travel connections to Renfrewshire and Glasgow. Furthermore, Regional Cycle Route R21 broadly follows the south shoreline of the Clyde Estuary, providing a link between Greenock and Port Glasgow. Recently, this route was extended eastwards to link new housing in Port Glasgow to the historic Newark Castle and adjacent park.

Levels of walking and cycling remain low for everyday journeys, both nationally and locally, as illustrated by the mode share for people travelling to work/study reported in the 2011 Census. The main method of travel to work/study in Inverclyde is accounted for by car/taxi (54.3%), followed by public transport (18.9%)⁸, while active travel accounts for just over 15%.

Overall, very few people in Inverclyde, less than 1%, use bicycle as a main method of transport. However, walking to work/study has increased to 15.1% in 2011 from 11.3% in 2001.¹

Similar results have been recorded for Scotland as shown overleaf:

⁸ 2011 Census

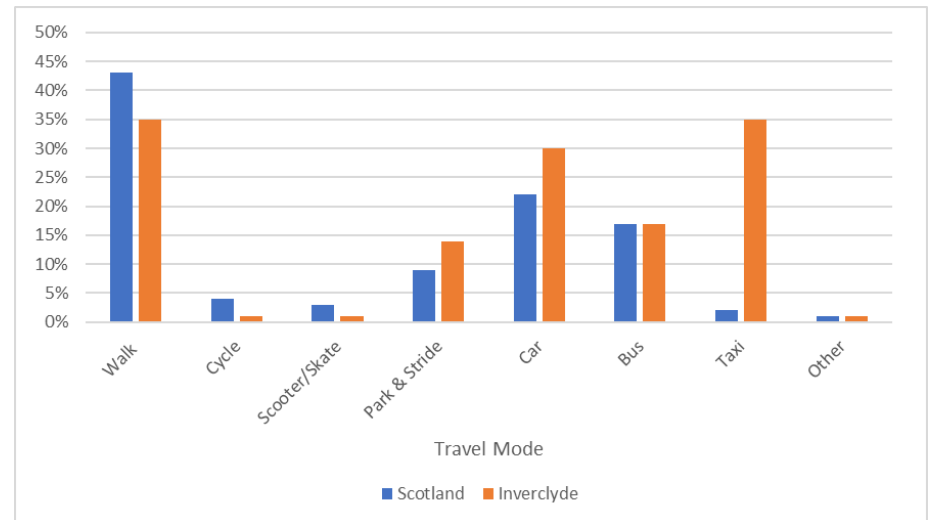


Furthermore, according to the 2015 Scottish Household Survey (SHS), 74% of households in Inverclyde do not own a bicycle for private use, whilst 12% own one bicycle and 14% own two or more bicycles. The 2016 SHS Annual Report also noted that over a third of the households in Inverclyde (35%) have no access to cars and vans, while more than half (56%) of households located in the most deprived areas in Inverclyde do not have access to a car. The below-national average level of car ownership highlights the potential for active travel in Inverclyde to also serve as a means of accessing public transport services.

Nearly one-third of Inverclyde residents use the bus every week, with one in every nine (11%) using a bus to travel to work⁹. It is therefore vital that the public transport network in Inverclyde is stable, safe and integrated, in order to support all residents to meet their travel needs.

⁹ Inverclyde Transport Outcome Report 2015/16

Active travel levels amongst Inverclyde’s young people is slightly better. According to the 2016 Sustrans ‘Hands Up Scotland Survey’ (HUSS) which is undertaken across schools in Scotland every September, 36.7% of pupils in Inverclyde travelled to school in an active way (walking; cycling or scooter/skate).¹⁰ The figure below shows a comparison of different travel modes to schools across Scotland and Inverclyde in 2016.



At an individual mode level, there is:

- Overall, a steady decline in pupils reporting walking to school, from 45.8% in 2010 to 42.8% in 2016 across Scotland. Similar results have been reported in Inverclyde, with a decline from 45% in 2010 to 36% in 2016.

¹⁰ Hands Up Scotland Survey 2016



- An increasing trend in cycling across Scotland, from 2.8% in 2010 to 3.6% in 2016. However, in Inverclyde, this percentage has remained consistently less than 1% between 2008 and 2016, with the exception of 2011, where cycling to school accounted for 1.2%.
- A higher number of pupils travelling to school by Park and Stride in Inverclyde (13.8%), compared to the Scottish average (9.3%) in 2016.

1.2.1 Examples of existing Active Travel Initiatives in Inverclyde by the Council and Partners

The **Action Plan** within the **Local Transport Strategy 2011 – 2016** illustrates that the Council is actively pursuing many of the actions recommended in the Plan. For example, and of note in the context of this ATS is:

- The annual capital investment in roads, footways, bridges and lighting;
- The introduction of asset management plans for roads, footways, bridges, lighting and street furniture, in order to optimise maintenance resources;
- The introduction of 20 mph speed restriction zones in appropriate residential areas;
- The creation of safer routes to schools and school travel plans; and
- Extensions of the NCN75 National Cycle Network route.

Also, in 2016-2017, Inverclyde Council delivered improvements to **Regional Cycle Route 21** Greenock - Port Glasgow, specifically between the residential development at Kingston, Port Glasgow and Newark Castle. The scheme was funded through contributions from Inverclyde Council, SPT and Sustrans.

As part of Inverclyde Council's Road Safety Education Programme, Council Road Safety Officers undertake practical training in primary schools

throughout Inverclyde. This includes pedestrian and cyclist training to provide children with the chance to encounter real road situations in a controlled environment. Road Safety Officers also manage the Bikeability training scheme for young cyclists in Primaries 5 and 6.

In addition, schools participate in the JRSO (Junior Road Safety Officers) Scheme, which allows senior pupils to get more actively involved in promoting road safety in their area.

For Secondary school pupils, Inverclyde Council use Theatre in Education, with all schools having access to 'Your Call' (S1-S3) and 'Crash Magnets' (S4-6) – resources which engage young people in the issues related to cycling, distraction in the road environment, and being a newly qualified driver with friends as passengers.

Community Tracks Inverclyde provide a low carbon travel and transport hub within Inverclyde, and deliver activities to support and encourage local people to make more journeys by bike or foot. The activities and services are free to all but targeted at more disadvantaged groups, with the aim being to remove barriers that currently prevent active travel options being considered. Broadly, the project aims are to:

- Reduce waste/Reduce CO2 emissions.
- Develop skills.
- Promote social inclusion.
- Enhance employability through developing skills.

These objectives are being achieved through, for example:



- Recycling bikes from landfill into the community to offer affordable cycling opportunities and reduce carbon emissions associated with landfill;
- Teaching cycle maintenance classes, including educational and industry recognised qualifications, to help the local community develop skills, gain qualifications and the ability to maintain the bikes offered to them by the project;
- Fix-your-own-bike workshops which allow local people to learn how to maintain and renovate their own bikes using the tools and know-how of the project staff. This extends the life of existing bikes and again offers low carbon travel options to be considered;
- Cycle training and riding confidence sessions;
- Cycle tours and guided rides within the local area for people unable to cycle or feel their skills need updating or confidence grown.

Clyde Muirshiel Regional Park is a well-utilised and recognisable resource of walking and cycle routes, including off road trails, quiet lanes and sections of the National Cycle Route 7, which links to National Cycle Network 75. The Park works closely with partners, including Cycling Scotland and Sustrans, to facilitate and promote health activity. Active travel related initiatives and activities promoted by Cycle Muirshiel Regional Park and partners include:

- Walking Festival 2018 – a three-day walking festival offering guided walks within the Park and surrounding area, including the Clyde Coastal Path, with various distances and durations to cater for a range of abilities;
- Signed walking routes and Health Walks;

- Pedal in the Park – this annual charity event, organised in partnership with Ride63 Community Cycling Club, is a 100km Cycling Sportive using road routes within the Park boundary;
- Access to Ride 63’s adapted hand bikes and trikes;
- Cycle Hire at Castle Semple Visitor Centre (outwith Inverclyde Council area boundary); and
- Promotion of cycle routes and trails.

NHS Greater Glasgow and Clyde - the Active Staff Service supports staff to get more physically active, including encouragement for staff to walk and cycle to work. For example, through Smarter Choices Smarter Places funding, a walking and cycling guide was produced for Inverclyde Royal Hospital.

A further key activity is the ongoing development of a Green Network for the Glasgow City Region, which is being led by the Glasgow & Clyde Valley (GCV) Green Network Partnership. The Partnership aims to develop habitat and access networks, with the aim being to ensure everyone who lives and works in the Glasgow City Region will be no more than a 5 minute walk (400m) from a quality greenspace, which is well connected to the wider Green Network.

The underpinning principle for the Access Network is that, as far as possible, the Green Network should aid off-road movement and connect people to places they want to go to, such as shops, schools and transport hubs, places of work, and places for recreation, such as parks. Key steps involve:

- Identifying strategic locations, or “nodes”, across the city region where people migrate to and from on a daily basis, including town,



village and community centres, retail and business parks, and attractions such as country parks;

- Linking identified nodes by “notional” Access Network connections to highlight the key routes that people are likely to use and where the Green Network can play an important role in changing the way people make that journey;
- Assessing each connection to identify which Green Network components exist and need to be protected, which need to be enhanced, where there are gaps and what opportunities might exist to address the gaps. The assessment comprises desk based GIS analysis of greenspace and paths data and a site visit.

The above process results in a series of actions identified for each connection which, when aggregated up, creates an action plan for delivery of a city region wide Access Network. Defining the Access Network draws on earlier Partnership work such as the Greenspace Quality Guidance and the production of greenspace audits with local authority partners.

The connections would typically connect town centres, business parks and retail centres etc. In the case of Inverclyde, there are nine strategic connections linking, for example, Greenock Town Centre and Port Glasgow Town Centre.

Clyde Activity Bikes provide one example of private sector involvement in active travel in Inverclyde. This Inverclyde based company was set up to bring cycling and cycle tours to local residents and visitors, including cruise ship visitors. The company provide a number of cycling related services such as escorted bike trips for Health & Well-Being Groups & Tourists, beginner’s classes for new cyclists, and service and repair of Bikes. The company have also worked with Cycling UK as part of the Big Bike Revival

project, which seeks to deliver group-led rides, skills and maintenance sessions.

In 2018/2019 **Cycling UK**, supported by Inverclyde Council, was successful in receiving Smarter Choices Smarter Places grant funding for a Bike Bothy project. Based in the high footfall Gourock Train Station, it is envisaged that the Bothy will assist to amalgamate and coordinate the activities of community groups that encourage active travel in Inverclyde. It will also offer people, who are not currently engaged in social activities, information and support to get involved and volunteer in any community project run at or supported by The Bothy. Key outcomes of the Bothy project will be to:

- Increase opportunities for all in the community to become involved in walking and cycling for everyday local journeys;
- Increase the number of women engaging with cycling and walking;
- Support local employers to achieve Cycling Scotland’s Cycle Friendly Award status and encourage staff to travel actively;
- Increase opportunities for community feedback and opinion on infrastructure and place to reach decision makers in a constructive way, which empowers people and influences positive change;
- Create a group and network for family cycling and walking across Inverclyde; and
- Support the development of an All-Ability Cycling group in Inverclyde.

1.3 Structure of document

Following this introduction chapter, the strategy is structured as follows:

- **Chapter 2** provides the rationale for Inverclyde’s Active Travel Strategy, in terms of benefits, policy context and wider linkages;



- **Chapter 3** sets out the process followed in developing the strategy: reviewing the walking and cycling network; and considering the outcomes of the public and stakeholder consultations
- **Chapter 4** sets out the ambitions, objectives of the strategy;
- **Chapter 5** sets out the Action Plan through which the Objectives will be met – it includes actions on Leadership, Infrastructure and Network Development, Cycle Parking, Interchange, and Marketing and Promotion; and
- **Chapter 6** sets out an initial monitoring framework and key actions to monitor progress in achieving our ambitions.
- **Appendix A** describes potential ways in which infrastructure can be improved to develop, enhance and extend the active travel network in Inverclyde;
- **Appendix B** provides indicative active travel route prioritisation assessment criteria for future use and development.



2. THE STRATEGY IN CONTEXT: NATIONAL, REGIONAL AND LOCAL POLICY

2.1 Introduction

With higher levels of walking and cycling comes a wealth of benefits for individuals, business and society more generally. Policy areas beyond transport have recognised the significance of transport in achieving their own objectives. Hence this Active Travel Strategy is firmly placed in this wider context, seeking to develop synergies with policy and delivery partners beyond mobility.

2.2 National Context

2.2.1 Transport Policy Context

The National Transport Strategy (NTS) sets the long-term vision for transport policy in Scotland. It was first published in 2006, refreshed in 2015, and is currently undergoing a review with an anticipated completion date of summer 2019. As part of the national review, the following draft vision for transport was proposed:

“Scotland will have a cleaner, inclusive and accessible transport system delivering a healthier, prosperous and fairer nation for communities, businesses and visitors”.

The NTS is complemented by mode specific policies, including *A Long Term Vision for Active Travel in Scotland 2030* (Transport Scotland, 2014) which contains the vision that:

“Scotland’s communities are shaped around people, with walking or cycling the most popular choice for shorter everyday journeys. This helps people make healthy living choices and assists in delivering places that are happier, more inclusive and equal, and more prosperous. Travelling by foot or cycle, or with a personal mobility aid such as a mobility scooter, is a realistic option for all local journeys as individuals. People are confident to walk and cycle more often and they value and use their local transport networks (streets, roads and path networks), which offer safe, high quality, realistic and predictable journey options for active travel.”



As well as achieving transport outcomes, increasing active travel will also contribute to all of the Scottish Government's five National Performance Framework Objectives, helping in a variety of ways to enable Scotland to be Wealthier & Fairer, Safer & Stronger, Greener and Smarter, as well as Healthier.

The Cycling Action Plan for Scotland 2013 (CAPS) (Transport Scotland, 2013) sets out clear ambitions for increasing the proportion of short journeys completed by walking or cycling, including trips to/from school. This is underpinned by the vision that by 2020, 10% of everyday journeys will be undertaken by bike. An "everyday" journey includes travelling to school, college/university, work and personal business. CAPS also actions the preparation of an Active Travel Strategy by local authorities.

This is also a recommendation of the Let's Get Scotland Walking: The National Walking Strategy (Scottish Government, 2014), which sets out the following strategic aims:

- 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

2.2.2 Travel Trends

Scottish Household Survey (SHS) travel to work statistics underpin Scotland's National Indicator: "*Increase the proportion of journeys to work made by public or active travel*". The most recent SHS (No 36, 2017 edition) reveals slight changes in travel to work modes between 2006 and 2016. While the rise from 2% to 3% of journeys to work by bicycle (and 4% in urban areas) is encouraging, it highlights the low baseline from which the government and policy makers in Scotland are working.



Travel to Work Mode	2006	2016
Driver	60	62
Passenger	7	5
Bus	12	10
Walking	14	12
Rail, including underground	4	5
Other	2	2
Bicycle	2	3

One per cent of all trips in 2016 were made by bicycle, according to the latest SHS data, which is far short of the 10% of all everyday journeys aspired to. More progress, however, has been made on increasing walking rates. In 2016, 69% of adults made a journey of more than a quarter of a mile by foot to go somewhere in the previous seven days – the highest proportion seen in the past ten years. In addition, 61% of adults said that they had walked for pleasure or to keep fit at least once in the previous seven days – also the highest in recent times.

2.2.3 Health and Well-being

Increased use of motorised transport modes has been one of the major contributing determinants of Scottish people’s increased sedentary lifestyles over the last few decades. The costs of this to individual’s physical health and mental well-being are now well documented¹¹ and can be enormous. These costs include the financial costs to the Scottish Government¹² and 2,500 premature deaths per annum.

The 2014 Glasgow Commonwealth Games raised the profile of sport and physical activity in Scotland. Building on this, the Scottish Government committed to increasing rates of physical activity and, through the Active Scotland Outcomes Framework and Physical Activity Implementation Plan, a vision of a more

¹¹ In a wide variety of publications, not least from the 2003 Scottish Executive paper Let’s Make Scotland More Active.

¹² NHS Health Scotland estimated in 2013 that the NHS in Scotland faced costs of over £90M per annum because of low levels of physical activity in the population.



active Scotland. The *Framework* sets out Scotland’s ambitions for a more active Scotland, including improving our active infrastructure. Success will rely on the collective efforts of communities, individuals and a wide range of partners in areas such as health and social care, education, environment, transport, communities, and sport and active recreation. The outcomes will be achieved through the delivery of *A More Active Scotland, the Physical Activity Implementation Plan*, with key outcomes including the improvement of active infrastructure for people and places, and encouraging and enabling the inactive to be more active.

Furthermore, the obesity strategy for Scotland, *Preventing Overweight and Obesity in Scotland* (Scottish Government, 2010) highlights increasing opportunities for uptake of physical activity as a core action in obesity prevention; a message that will likely be continued when the updated strategy, *A Healthier Future - Action and Ambitions on Diet, Activity, and Healthy Weight* is published in 2018.

The Scottish Health Survey (SHeS)¹³ indicated that in 2016, almost two-thirds (64%) of adults met the guidelines for moderate or vigorous physical activity (MVPA), with men remaining significantly more likely than women to meet the MVPA guidelines (69% compared with 59%). Physical activity levels among adults were significantly associated with age, with younger age groups more likely than older age groups to meet the MVPA guidelines. Of particular note is that adult physical activity levels were significantly associated with area deprivation. For men, the age-standardised prevalence of adherence to the MVPA guidelines declined from 77% in the least deprived areas to 61% in the most deprived areas. Among women, the age-standardised prevalence of adherence to the MVPA guidelines declined from 71% to 48%.

In addition, the SHeS noted that in 2016 two thirds of adults in Scotland were overweight, including 29% who were obese, reporting that these figures are largely unchanged since 2008.

2.2.4 Air quality

Cleaner Air for Scotland – The Road to a Healthier Future (CAFS), published by the Scottish Government in 2015, provides a national framework which outlines how the Government proposes to achieve further reductions in air pollution. The document sets an ambitious target for “*Scotland’s air quality will be the best in Europe.*” The mission of the document is to protect and enhance health, wellbeing and the environment through improved air quality across Scotland. Of particular relevance to this strategy is that one of its key objectives is for:

¹³ The Scottish Government (2016) – Scottish Health Survey



“A Scotland that reduces transport emissions by supporting the uptake of low and zero emission fuels and technologies, promoting a modal shift away from the car, through active travel (walking and cycling) and reduced need to travel.”

The Climate Change (Scotland) Act 2009 sets out the statutory framework for greenhouse gas emissions reductions in Scotland. This establishes an interim 42% reduction target for 2020 and an 80% reduction target for 2050, underpinned by annual targets. The Government’s Report on Proposals and Policies (RPP) is published annually and sets out how Scotland can deliver its climate change targets, as set by the Climate Change Act. With the transport sector accounting for approximately 25% of CO₂ emissions, more sustainable and greener travel choices for all trips have an important contribution to make towards achieving the targets set by the Climate Change Act.

In late 2017, the Scottish Government was consulting with partners on its new draft document, Building Scotland’s Low Emission Zones. This document will set out the proposed arrangements and options to deliver consistent, well-designed and managed Low Emission Zones (LEZs) in Scotland.

2.2.5 Planning

Scottish Planning Policy (SPP 2014) and *National Planning Framework*³ (NPF3) advocate sustainable and well-connected development, with the Scottish Government’s *Designing Streets* (2010) policy statement setting out guidance that *puts ‘place and people before the movement of motor vehicles’*.

In addition, *Creating Places: A Policy Statement on Architecture and Place for Scotland* (Scottish Government, 2013) promotes well connected places which prioritise for pedestrians. It also includes the intention to develop a sustainability ‘Gold’, ‘Silver’ and ‘Bronze’ labelling scheme for new schools (similar to new homes).

2.2.6 Promoting a Stronger Economy

Sustrans makes an economic case for investment in active travel in its recent infographic report, *Moving Forward: The Economic Benefits of Active Travel in Scotland*¹⁴. It argues that town centres that are walking and cycle friendly attract and support a wide variety of shoppers and visitors, thereby increasing retail spend. It quotes evidence from Living Streets and the Department of Transport that walking and cycling projects have led to significant increases in retail sales, with cycling parking space associated with a retail spend five times higher than that of car parking space.

¹⁴ Sustrans (2017) *Moving Forward: The Economic Benefits of Active Travel in Scotland*



Moreover, developing quality walking and cycling infrastructure not only creates and sustains jobs, it has been found to improve access to employment and employment opportunities for jobseekers.¹⁵

*The Pedestrian Pound*¹⁶, a study undertaken by Just Economics and commissioned by Living Streets, puts forward a strong case for public realm investment in streets and places. The report sets out the impact of public realm improvements on consumer and business satisfaction; urban regeneration; and existing business performance. It posits, for example, that well-planned improvements to public spaces can boost footfall and trading by up to 40%; and that investing in better streets and spaces for walking can provide a competitive return compared to other transport projects - walking and cycling projects can increase retail sales by 30%.

2.2.7 Tourism

Walking and leisure cycling tourism provides a boost to the Scottish economy. According to Sustrans, leisure cycling is thriving, with 152,000 holidaymakers recorded as spending a day or more cycling during their stay, each spending on average £62.50 a day. Not only do walking and leisure cycling tourists support outdoor pursuit businesses, they provide revenue for cafes, hotels, visitor attractions and accommodation providers.

2.3 Regional Context

2.3.1 Regional Transport

At the regional level, the Strathclyde Partnership for Transport (SPT) considers and plans for all modes of transport across the region, developing the transport system in partnership with the individual member Councils. The Regional Transport Strategy 2008-2021 identifies the complementary regional priorities which set the scene in working toward the four key transport outcomes of improved connectivity, access for all, reduced emissions, and attractive, seamless and reliable travel. The RTS sets out the following regional priorities:

1. Encouraging modal shift to sustainable modes – to increase the proportion of trips undertaken by walking, cycling and public transport;
2. Promoting 'Smarter Choices', travel planning and active travel;
3. Improving interchange between modes; and
4. Improving health and protecting the environment by minimising emissions and the consumption of resources and energy by the transport system.

The RTS is complemented by a set of supporting documents, including an Active Travel Regional Strategy.

¹⁵ Sustrans(2012). Helping jobseekers in Derby get to work by removing transport barriers.

¹⁶ Living Streets (2014) – The Pedestrian Pound – The business case for better streets and spaces



SPT will commence the development of a new Regional Transport Strategy in 2018.

2.3.2 Planning – Access to Education, Employment and Services

The *Clydeplan Strategic Development Plan (SDP)*, approved in July 2017, seeks to ensure the delivery of high quality places that provide safe and convenient opportunities for walking and cycling. Linking the city region's open spaces through green and blue network planning will help reduce carbon emissions, deliver improved health and well-being benefits and make walking and cycling a more attractive and practical everyday option. The Vision and Spatial Development Strategy of the SDP supports pedestrian and cyclist friendly environments that are connected by a strategic walking and cycling network for both active travel and recreation purposes. This is underpinned by Policy 18 – Strategic Walking and Cycling Network and an indicative strategic network of existing, planned and aspirational routes across the region.

The City Deal for the Glasgow city-region, which aims to fund major infrastructure projects; create thousands of new jobs, improve public transport and connectivity, drive business innovation and generate billions in private sector investment, represents a great opportunity to develop and renew the area. This should provide good opportunities for new high-quality infrastructure and strengthened links between communities. There are three projects in Inverclyde; a joint infrastructure and development project by Inverclyde Council and Scottish Power to address the restricted network and junction capacity on the A78 trunk road at four locations in and around Inverkip; the development of a dedicated cruise liner quay and visitor centre at Greenock Ocean Terminal; and a partnership project between Inverclyde Council and Peel Ports to promote, make market ready and secure key sector investment in the site at Inchgreen, Greenock. These projects bring with them the opportunity to plan for enhanced walking and cycling facilities at the design stage.

2.3.3 Clyde Muirshiel Regional Park

Clyde Muirshiel Regional Park covers an area of 265kms² across three local authority areas; Inverclyde Council, Renfrewshire Council and North Ayrshire Council. The Clyde Muirshiel Regional Park Strategy for 2016-2021¹⁷ identifies three priorities, which provide a focus for activity in the Park during the period of the strategy, namely; leisure activity and health; education and outdoor learning; and environmental management. In particular, the strategy notes that the Park is a well-utilised, recognisable resource.

Of note for this Active Travel Strategy are the following desired outcomes:

- Outdoor leisure activities will attract participants from a wide area and the Park will be recognised and respected as a high-quality provider;
- The Park will be more accessible and enjoyed by more people;

¹⁷ Clyde Muirshiel Regional Park: Park Strategy 2016-2021



- The Park will continue to be at the forefront of accessible sport development and provide an education hub for clubs and centres all over Scotland;
- The Park will become a key resource for those seeking to improve their physical and mental health and well-being; and
- Increased participation in formal and informal outdoor learning activities.

2.3.4 Central Scotland Green Network (CSGN)

The CSGN is a national development within the National Planning Framework³ (NPF3), which aims to make ‘a significant contribution to Scotland's sustainable economic development’. CSGN are working with partners to deliver a high-quality ‘green network’ across Central Scotland that will meet a number of environmental, social and economic goals designed to improve people’s lives, promote economic success, allow nature to flourish and help Scotland respond to the challenge of climate change. Key ambitions of the CSGN are:

- Creating attractive, safe, and well-maintained green space or accessible countryside within easy walking distance of every home in Central Scotland;
- Significantly increasing the area of land used by the community for growing plants, fruit and vegetables, such as allotments, orchards and gardens; and
- Developing a strategic network of high-quality routes for active walking and cycling and recreation throughout Central Scotland.



2.4 Local context

2.4.1 Local Transport

The regional and local transport priorities are implemented in Inverclyde through the Inverclyde *Local Transport Strategy (LTS)* 2011 - 2016. From the four possible options identified in the LTS 2011 – 2016 to address the Council’s priority objectives, the recommended way forward was to extend and diversify the transport infrastructure to provide more travel choice, in particular the development of walking, cycling and public transport infrastructure.

The *Inverclyde Area Renewal and the Green Network Study* (2010) presented a strategic review of the existing green space network and set out a series of recommendations. Key points of note were around:

- Residential neighbourhoods being disconnected and isolated.
- At a strategic level, there being a lack of legible, accessible, high quality links between the waterfront and the Regional Park.

In response, three strategic approaches and plans were identified to:

- Create strategic legible links between the waterfront and the regional park.
- Create major green public routes through the urban area - coherent links that tie together the area’s major ‘environmental assets’ and which are legible and accessible for both residents and visitors.
- The links tie into the main urban centres; rail stations; National Cycle Route; existing public open space; vacant/derelict sites; potential development sites and watercourses.

More recently, Upper Greenock was one of the locations identified through Clydeplan as a key site for delivery of the Green Network, known as Strategic Delivery Areas (SDA). *The Clydeplan Green Network Spatial Strategies – Upper Greenock* was published in 2016 and highlights:

- The majority of core paths in the study area are on street, with limited and isolated portions of ‘off-street’ green network.
- With regard to the wider core path network, while the area forms a strategic connection between the coastal core path and the Clyde Muirshiel core path network, a direct, legible route does not currently exist. This reflects a combination of localised topography, a lack of pedestrian signage and barriers such as the A78, railway and existing development.
- Routes need to be made continuous and legible to help create a cohesive green network.
- There is a need for way-marking and visual markers for on-street connections.
- There are significant breaks in the network.



The strategy recognises that the opportunity exists to create a significant, well connected green network with an action plan centred on three projects – Coves Local Nature Reserve, Open Space Improvement Projects, and a Heritage Park.

2.4.2 Health and Well-being

At the local level, the Inverclyde Alliance published the *Inverclyde Active Living Strategy* in May 2014, with an overarching vision that “*Inverclyde will have the most active population in Scotland by 2022*”. The Active Living Strategy was developed through intensive partnership working, with each partner responsible for delivering change within their service area. In order to deliver the Active Living Strategy a number of short, medium and long-term outcomes have been established. These include, for example, that workplaces encourage employees to use forms of active travel to and from work and throughout the working day in order that sedentary behaviour is reduced and daily physical activity levels are increased; that by 2022 80% of school children will utilise a form of active travel to and from school; and that Partners promote and sustain efforts to increase physical activity across the immediate population.

2.4.3 Air Quality

Poor air quality in urban areas has become an issue of national and international significance, leading to the development of the European Commission Clean Air Policy Package, the objectives of which are reflected in the UK-wide Air Quality Strategy. Transport policy has an important role to play as it is a major contributor to poor air quality in urban areas. Achieving a modal shift to walking and cycling can contribute to improved local air quality as these travel modes do not produce any CO₂ or NO_x emissions.

Transport related carbon emissions are falling in Inverclyde and the local authority is in a stronger position than some, with no Air Quality Management Areas currently declared. However, more work remains to reduce travel by private car and encourage more people to walk and cycle.

2.4.4 Planning – Access to Education, Employment and Services

Active travel will also have a key role in supporting the future development of the area, including the seven Major Areas of Change identified in the Local Development Plan. These areas cover larger scale development sites which have the potential to contribute most to the transformation of Inverclyde.

The *Local Development Plan* (2014) promotes more sustainable forms of transport - walking and cycling, public transport, rail, and park and ride - to service existing and particularly new developments. The settlement strategy directs new development to the existing urban areas, which are well served by core paths, cycle routes, public transport services and the strategic and local road networks, while the policies promote a shift to more sustainable modes of transport, in the order of walking, cycling and public transport.



The Plan also safeguards core paths and National Cycle Routes, and supports the development of the Inverclyde Coastal Route, recognising that encouraging more active travel within Inverclyde and increasing walking and cycling related tourism (day and short stay) requires good networks that can be used for both active travel and recreational pursuits. This is underpinned by Policy TRA2 – Sustainable Access:

New major trip-generating developments will be directed to locations accessible by walking, cycling and public transport, and developers will be required to submit a transport assessment and a travel plan, if appropriate. Such developments will be required to recognise the needs of cyclists and pedestrians as well as access to public transport routes and hubs, and have regard to the Council's Core Paths Plan, where appropriate. Where development occurs which makes it necessary to close Core Paths and other safeguarded routes, provision of an alternative route will be required.

The Council will also support and seek to complete the Inverclyde Coastal Route with developers required to make appropriate provision when submitting planning applications. National Routes 75 and 753 of the National Cycle Network will also be protected.

The Council is currently in the process of preparing a new Local Development Plan for the Inverclyde area. The Local Development Plan: Proposed Plan, published in April 2018, identifies Connecting People and Places as one of the main components of its Sustainable Development Strategy. This aims to support sustainable and active travel by directing new development to sustainable locations. The plan requires new developments to provide safe and convenient opportunities for walking and cycling access, while also protecting the existing path network.

2.4.5 Promoting a Stronger Local Economy and Tourism

With more than 40,000 commuters traveling to, from or across Inverclyde every day and the local economy (including Renfrewshire, East Renfrewshire and Inverclyde) generating around 5% of the Scottish GVA¹⁸, maintaining and enhancing connectivity is key to encouraging future investment and business opportunity. This Active Travel Strategy therefore can contribute to future economic growth in Inverclyde.

Whilst difficult to quantify, there is a significant body of research on the wider social and economic benefits of active travel. For example, work undertaken by Sustrans has shown that for every £1 invested in cycling infrastructure there is an associated benefit/cost saving of £16.30. The return on investment is therefore considerable, with the more extensive and integrated the network, the more these benefits can be realised.

The Council and partners recognise the importance of the tourism sector in Inverclyde and the potential for its future growth. The role of Active Travel within the tourism sector was acknowledged in the previous Inverclyde Tourism Strategy 2009 – 2016, which contained an action (Action 1.vi) to:

¹⁸ Inverclyde Transport Outcome Report 2015/16



“Encourage, develop and promote the availability of the quality open/green space provision in Inverclyde including the network of safe cycle, walking and horse riding routes and the potential for the development of a range of water and land based activities.”

The Strategy has recently been updated, with The Inverclyde Regional Tourism Strategy 2016 – 2020¹⁹ noting that tourism is worth £60m to the local economy and employs up to 1,000 people. Furthermore, the Regional Tourism Strategy highlights that:

Inverclyde sits in an enviable position of being a maritime destination, rich in history and heritage and linked directly with Glasgow and the Clyde Estuary...Inverclyde is ideally suited to maximise its location as an events base for local, regional and international water based activities.

The strategy has a Vision that:

“By 2020 Inverclyde will be recognised as a leading coastal and day visit destination of first class memorable customer experiences delivered by skilled and passionate hosts.”

With an associated Mission:

This strategy seeks to grow the value of tourism by £4m, the volume of visits, and the likelihood to return to the area so increasing jobs and the economic contribution tourism makes to the Inverclyde area.

The Strategy calls for a collaborative approach with the formation of an ‘Inverclyde Tourism Partnership’. The Strategy Action Plan, which is currently under development, will contain detailed and measurable actions, led by the aforementioned Partnership, which has representation from private and public stakeholders. In conclusion, the Strategy notes that:

Inverclyde has the very real potential to stake a claim as Scotland’s leading maritime waterfront destination with a strong offering attracting the lucrative day visit family market.

¹⁹ Coigach Consulting (March 2016): Inverclyde Regional Tourism Strategy 2016-2020



Section 2.2.7 highlighted the economic value of walking and leisure cycling tourism. Visitor numbers across Clyde Muirshiel Regional Park have increased in recent years, with a 7% growth reported between 2012 and 2016 (606,649 to 649,465 annual visits)²⁰. With assets such as the National Cycle Network coastal route, (including proximity of rail stations on or adjacent to the route) and Clyde Muirshiel Regional Park by way of examples, there is undoubtedly a significant potential to enhance walking and cycling leisure tourism in Inverclyde.

2.4.6 Partnership Working

Partnership working is an integral part of local community planning and delivery in Inverclyde. Partnerships of note in the context of this ATS include:

- **Inverclyde Alliance** - the Community Planning Partnership for Inverclyde was established in 2003 and re-launched in August 2007. The alliance includes representation from the voluntary, business and public sectors. The Inverclyde Outcomes Improvement Plan (LOIP) 2017-2022 sets out the outcomes that the Inverclyde Alliance seeks to achieve. The overarching aim of the LOIP is to improve the well-being and quality of life of Inverclyde residents, with a particular focus on reducing inequality and poverty. The Plan is centred on three key priority areas: Repopulation; Reducing Inequalities; and Environment, Culture and Heritage. Chapter 4 illustrates the shared desired outcomes of this Active Travel Strategy and those of the Inverclyde Alliance.
- **Glasgow & Clyde Valley Green Network Partnership** – A key component of the Central Scotland Green Network, the main focus of the partnership is the development of strategies which help partners to prioritise resources to where delivery of the Green Network will be most efficient, effective and capable of realising desired outcomes. The partnership was formed in June 2007 and brings together the eight regional authorities as well as Forestry Commission Scotland, the Scottish Environmental Protection Agency, Scottish Enterprise, Scottish Natural Heritage and the Glasgow Centre for Population Health. The key role of the partnership is to make the case for a Green Network vision, secure new funding and deliver on the ground.
- **Strathclyde Regional Transport Partnership** - the partnership is responsible for working together with member Councils to plan and deliver a transport network that functions from a regional perspective;
- **Community Tracks Inverclyde** - is an active travel initiative and complementary bike repair and recycle workshop within an existing facility owned by the Inverclyde Community Development Trust. The initiative is jointly funded by The Climate Challenge Fund, part of Keep Scotland Beautiful, and by Smarter Places Smarter Choices, in association with Paths for All and Inverclyde Council. The intention is to create an active travel hub within Inverclyde to support and encourage local people to make more journeys by bike or by foot. Community Tracks Inverclyde has also established an Active Travel Steering Group for Inverclyde, which aims to:
 - provide a forum for the local community and local organisations to be involved in, and continue to have ownership of the project.
 - Ensure that the activities being delivered are in line with the needs of the community.

²⁰ Clyde Muirshiel Regional Park: Park Strategy 2016 - 2021



- bring input from national cycling organisations into a community setting and keep the project informed about best practices and successful strategies learned from other areas and projects.

Current steering group organisations include Inverclyde Council; Inverclyde Community Development Trust; Cycling UK; Belles on Bikes Inverclyde; Cycle Activity Bikes; Canny Cycling; Clyde Muirshiel Regional Park; and Police Scotland.

3. STRATEGY DEVELOPMENT

3.1 Public Survey – Place Standard Consultation

This Active Travel Strategy represents a key supporting document to the Inverclyde Alliance Local Outcome Improvement Plan (LOIP) 2017-2022. The LOIP was informed by the Our Place Our Future survey and a Strategic Needs Assessment.

3.1.1 Our Place Our Future Survey – Place Standard Assessment

Inverclyde Alliance used the Scottish Government/NHS Health Scotland/Architecture & Design Scotland's Place Standard Tool to survey people across Inverclyde on the quality of their place. The survey included questions on 14 physical and social elements, including moving around, traffic and parking, facilities and amenities, streets and spaces, and natural spaces. A total of 1310 people completed the survey, with 83 young people responding to an adapted survey featuring some of the same questions. This represents 1.7% of the total population of Inverclyde, which is the highest number of respondents Inverclyde Alliance has ever had to an engagement process.

In terms of demographics:

- 64.5% of respondents were female and 33.9% male, with 1.5% preferring not to answer this question. Similar proportions of young males and females answered the young people's survey.
- The majority of respondents were in full time work (42%), with retired people being the next largest category at 17.5%. Part time workers made up 16.8%, followed by unemployed people (11.9%). Disabled people, students and carers made up the rest of respondents.
- The majority of respondents were homeowners (63.7%), with the remainder, 36.3%, being tenants.
- The majority of respondents were aged 40 to 59 years, with 25 – 39-year olds being the next highest proportion of respondents.
- 85.2% of young people who responded were under 18 years, with 14.8% aged 18 -24 years

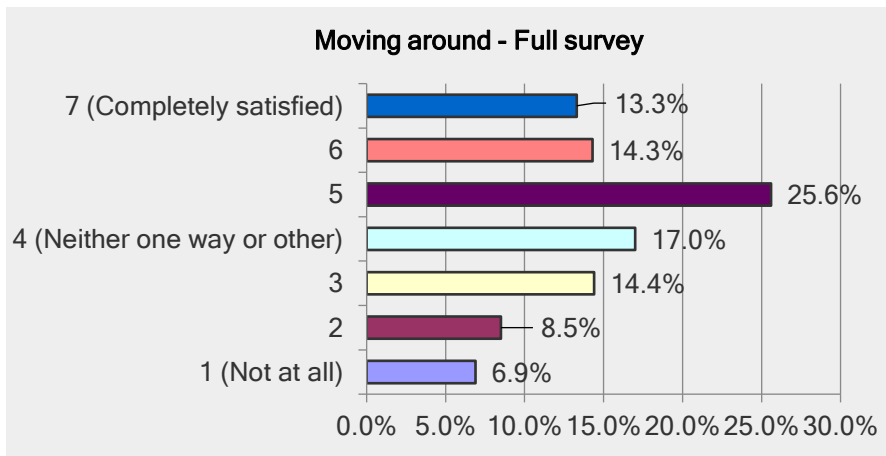


Key survey findings of relevance to the Active Travel Strategy

Moving around

Question: Can I easily walk and cycle around using good quality routes? Are there safe, accessible, good quality pathways and routes for walking and cycling?

The average score for this question was 4.4.



Just over 50% of respondents were largely satisfied about moving around in Inverclyde, with 17% neutral and just under 30% not satisfied. Key comments included:

- Pot holes are a problem in a number of places;
- Broken glass on cycle paths is a problem;

- Not all the cycle paths are joined up and provision is better in some areas than others;
- Respondents would like to see more cycle path provision, although some thought that the current provision was very good;
- Disabled access at some of the stations could be improved and uneven surfaces are hazardous for those who are mobility impaired;
- Cars parked on pavements is problematic;
- There are still issues regarding pavement and road resurfacing;
- Many respondents felt that groups of people hanging around on paths could be intimidating;
- Busy traffic on the roads puts many people off cycling, cycle lanes on main roads would help with this; and
- Some routes are over grown and overhanging vegetation can be an issue.

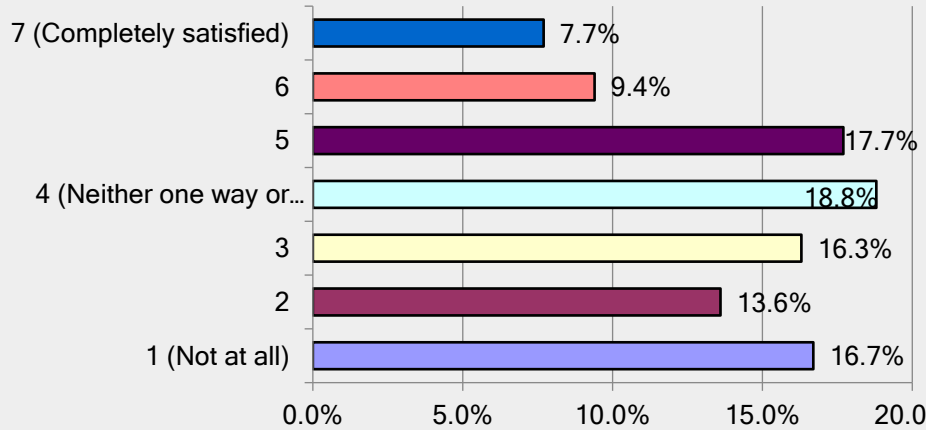
Traffic and Parking

Question: Do traffic and parking arrangements allow people to move around safely and meet the community's needs? Does this allow people to move around safely and meet your community's needs? (E.g. pedestrian crossings, off street parking, levels of traffic).

The average score for this question was 3.7.



Traffic and Parking - full survey



46.6% of people were unsatisfied with traffic and parking in Inverclyde, compared to 34.8% who were satisfied. Those who were not at all satisfied were more than double those who were completely satisfied.

Key issues that were raised about traffic and parking of relevance to this Active Travel Strategy include:

- People parking without care and attention on pavements and at junctions cause hazards;
- Enforcement for dangerous and careless parking required, particularly at junctions and corners;
- More pedestrian crossings required in key areas;
- Speeding cars are an issue in a number of areas;
- Marking of parking bays would help to reduce random parking;
- There are issues with parking around schools;

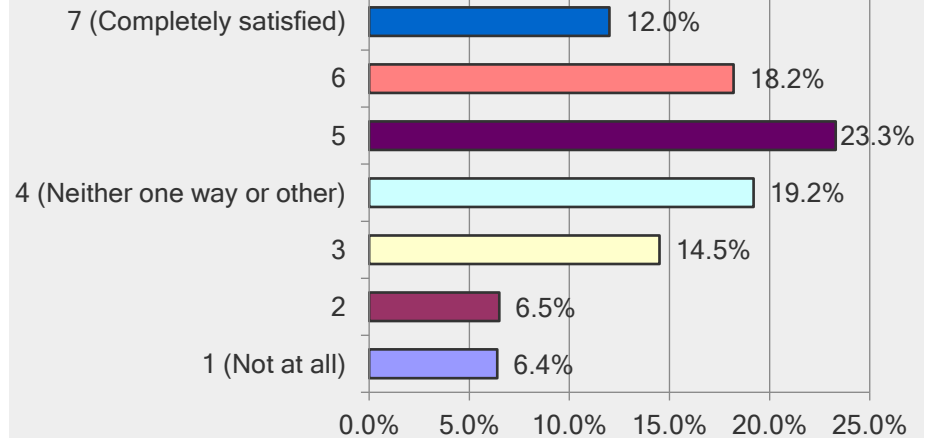
- People parking at dropped kerbs is a major issue for mobility impaired people

Streets and spaces

Question: Do buildings, streets and public spaces create an attractive place that is easy to get around? Is this a good place to live, do you feel positive about the area and is it safe and easy to get around both night and day?

The average score for this question was 4.5.

Streets and spaces - full survey



Most people who answered this question were either neutral (19.2%) or felt satisfied (53.5%) with streets and spaces, with those who were completely satisfied nearly double those who were not at all satisfied.



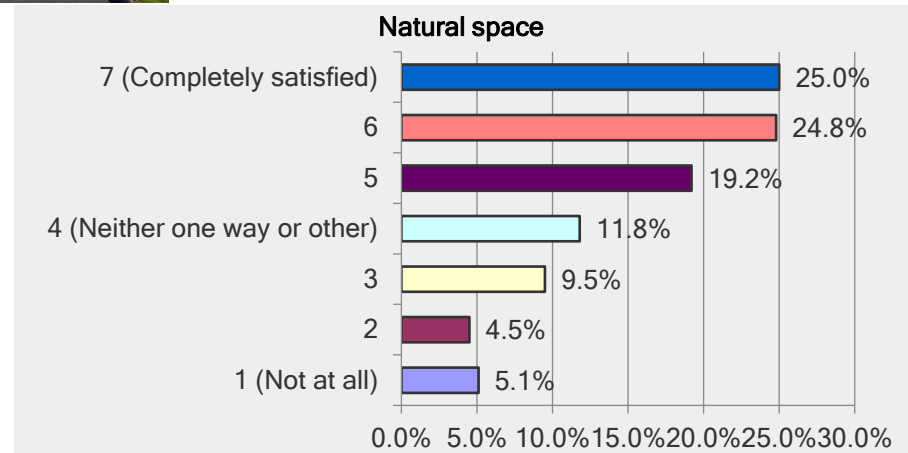
Key issues raised in relation to streets and spaces of relevance to this Active Travel Strategy were as follows:

- There are some issues regarding poor lighting;
- Some people are intimidated by groups of young people congregating;
- People feel that Port Glasgow and Gourock town centres have improved, but Greenock town centre is declining, with the Oak Mall closing at night a particular issue as it cuts off the town;
- There were a number of comments about the poor state of pavements;
- Quite a few people would like to see more Police and Community Wardens in their area;
- Overgrown bushes and trees can make using certain footpaths dangerous or makes people feel unsafe;
- People think that the waterfront area is well developed for walking and access; and
- A number of people suggested that more outdoor spaces/seating areas for people to meet and enjoy would be helpful.

Natural space

Question: Can you regularly experience good quality natural space?
Can you easily access clean and pleasant parks and green natural spaces?

The average score for this question was 5.1.



The majority of people, 69%, who responded to this question indicated that they were satisfied on the whole with access to good quality natural green spaces in Inverclyde. The percentage who were completely satisfied is the second highest from all the questions asked. Comments on this question included:

- Some people don't feel safe in the parks;
- There are concerns that anti-social behaviour in parks is preventing people from using them;
- Some people have to travel a distance to access natural space and this can be difficult without a car; and
- Access to areas such as the Greenock Cut is not possible by public transport.



3.2 Consultation with stakeholders

Consultation with stakeholders was undertaken through a series of meetings, phone calls and email correspondence. This phase of consultation focussed upon:

- ongoing active travel projects in Inverclyde;
- barriers to active travel;
- existing cycle route infrastructure in Inverclyde and opportunities for improvement;
- priorities for infrastructure development; and
- opportunities for future partnership working.

The following key external stakeholders were consulted during the development of the strategy:

- NHS Greater Glasgow and Clyde
- Clyde Muirshiel Regional Park
- Cycling UK/Belles on Bikes
- River Cycle Homes
- Inverclyde Council Officers from Roads, Tourism and Planning
- Central Scotland Green Network Trust
- Glasgow and Clyde Valley Green Network Partnership
- Clyde Activity Bikes
- Inverclyde Community Development Trust
- Paths for All
- SPT
- SUSTRANS
- Cycling Scotland
- Living Streets

3.2.1 Cycling UK

In March 2018, Cycling UK hosted a Networking Event in Inverclyde, which was part of a series of events being held across Scotland for community cycling groups. The event was open to organisations interested in local grassroots cycling projects, community cycling opportunities, organisations that hosted Big Bike Revival events, national cycling organisations, Cycling UK affiliated groups and Member groups.

At the time of the event, the outcome of the funding bid for the Bike Bothy in Gourock was unknown; however the event provided an insight into the considerable opportunities for closer working by organisations involved in cycling projects in Inverclyde. The issues raised have fed in to the development of this strategy and the draft action plan presented in chapter 6.

3.2.2 Stakeholder Workshop

Following review of the initial draft strategy objectives, action plan and active travel corridor maps by Inverclyde Council, a stakeholder workshop was held. The workshop was attended by representatives from Inverclyde Community Development Trust, Cycling UK/Belles on Bikes; SUSTRANS; Cycling Scotland; SPT; Clyde Activity Bikes; GCV Green Network Partnership, Central Scotland Green Network Trust and Inverclyde Council.

At the workshop, the draft strategy objectives, action plan and active travel corridor maps were discussed and refined. Prioritisation of actions and network development were also discussed. The outcomes of the workshop informed the production of this Strategy document.

3.3 Active Travel Network Development

To support the vision of this Strategy, opportunities to improve key active travel corridors were identified through a desktop mapping exercise, a high



level on site audit of key corridors, and the stakeholder consultations and workshop. Appendix A identifies the potential infrastructure enhancements, subject to further study and detailed audit, to develop, enhance and extend the active travel network in Inverclyde.



4. OUR AMBITION FOR ACTIVE TRAVEL IN INVERCLYDE

4.1 Our ambition

We recognise the barrier that the topography of Inverclyde presents to active travel. However, there remains considerable potential to increase levels of active travel in Inverclyde. Thus, the overarching ambition of this Active Travel Strategy is to:

Make active travel a realistic, convenient and attractive choice for everyone to make everyday journeys in Inverclyde.

This ambition supports the Inverclyde Outcomes Improvement Plan vision for Inverclyde of “Nurturing Inverclyde: Getting it right for every Child, Citizen and Community”, and the vision of the Inverclyde Active Living Strategy that, “Inverclyde will have the most active population in Scotland by 2022.”

4.2 Our objectives

The following objectives have been developed to guide the delivery of the Active Travel Strategy and, in doing so, support the Inverclyde Alliance Outcomes Improvement Plan (2017), the National Transport Strategy for Scotland (2016); the Cycling Action Plan for Scotland vision that by 2020 10% of everyday journeys will be undertaken by bike; and the strategic aims of Let’s Get Scotland Walking: The National Walking Strategy (2014). Progress on implementing our objectives will, of course, be highly dependent upon available funding.

Objective 1: By 2022, to have increased the number of walking and cycling trips made for both commuting and leisure purposes.

As noted in Chapter 1, levels of walking and cycling remain low for everyday journeys across Scotland and, in particular, in Inverclyde, as illustrated by the mode share for people travelling to work/study reported in the 2011 Census. Overall, very few people in Inverclyde, less than 1%, use the bicycle as a main method of transport. Walking has also reduced to 8% in 2011 from 10% in 2001.

Objective 2: Through a range of methods promote the benefits of and opportunities for walking and cycling in Inverclyde

We will promote walking and cycling as enjoyable recreational activities and as viable and safe modes of transport for Inverclyde residents and visitors. Walking is the most affordable mode of transport, involving virtually no cost. Cycling can also be very affordable, with very low maintenance costs compared



to other modes of transport. Promoting and enabling active travel has the potential to help reduce inequalities in Inverclyde by improving non-motorised access to jobs, education and services. With no emissions at the point of use, no noise pollution and an exceptionally low overall carbon footprint, the environmental benefits of walking and cycling are well established. Places where more people choose to cycle or walk for everyday journeys will benefit from lower air and noise pollution, becoming more attractive places to live, work or visit. Improving conditions for pedestrians and cyclists in town centres and leisure destinations will help to create an environment where people want to spend time and shop rather than pass through. Improving active travel access therefore has the potential to increase visitor numbers to Inverclyde, thereby supporting the local economy. Congestion in the transport network has a cost to the economy. Highly space efficient modes, adapted to the short journeys most people make, means that increasing the mode share of walking and cycling has the potential to make the transport system deliver more and cost less to the local economy.

Objective 3: To achieve a better quality walking and cycling environment with attractive and well-designed spaces and routes

We will seek an improvement of walking and cycling infrastructure through investment in the creation of safer and, where possible, segregated routes connecting trip generators to improve accessibility for all users. We will seek to provide safer and more convenient active travel routes, including separation from motorised traffic, where appropriate. We will aim to achieve better quality walking and cycling environments through use of industry standard guidance in any new public realm improvements. The active travel network developed as part of the Active Travel Strategy will be integrated with other modes of transport by providing high quality access to rail and bus stations as well as bus stops. Active cooperation with other transport operators and authorities will support walking and cycling to access public transport.

Objective 4: Lead and promote partnership working to ensure that active travel is high on the agenda in Inverclyde

We will seek to lead by example through enhanced leadership and governance, including addressing active travel needs in all relevant transport, tourism and planning activities. Through the planning process, we will ensure that all new offices, retail and other developments have suitable walking and cycling provision, such as permeability, cycle parking, travel planning and showers, etc. With footways, paths and cycle routes which are maintained to a high standard being the most likely to enable and attract more people to use them, we will further integrate walking and cycling route maintenance into general maintenance schedules. Maintenance issues include, for example, the management of overhanging vegetation, maintenance of lighting and ensuring surface quality is maintained, especially in the winter.



Figure 1. Summary of our vision, objectives and actions



4.3 Our proposed actions

This section summarises the actions identified to deliver the objectives of the Strategy. The actions are presented in the tables overleaf, under the following themes:

ACTION 1: Leadership, governance and Council processes

ACTION 2: Facilitating interchange and cycle parking

ACTION 3: Marketing, promotion and training

ACTION 4: Infrastructure enhancements and development

While delivery of the actions are, as noted in Chapter 4, highly dependent upon funding streams, we have split the timescale for delivery into short term and longer term. Many of the short term actions are 'quick wins', with the aim being to have substantially delivered within the next 3 years. We will seek a partnership approach in the delivery of these actions and continue to engage with stakeholders throughout. The actions contained in this strategy will be reviewed and refined by Inverclyde Council and the Active Travel Steering Group on an annual basis. Depending upon available funding, opportunities may arise to accelerate certain initiatives, which will be reflected in the annual review reporting process.



Action 1: Leadership, Governance and Council processes

Action Code	Issue Identified in Consultation	Action (all funding dependent and subject to further investigation as appropriate)	Timescale
LG 1	Council leadership of active travel	<ul style="list-style-type: none"> ● Designate an Inverclyde Council Active Travel Champion to ensure that active travel is high on the Council agenda; ● Development of an Employer Travel Plan for the Council; Travel Plan should include updated mode share targets, incentives to promote cycling within the Council, and promotion of cycle training opportunities ● Register as a Cycle Friendly Employer with Cycling Scotland; ● Provide training to appropriate staff in Inverclyde Council (Maintenance, Planning, Road Safety, Education, etc.) on topics such as cycle friendly design, cycle training etc.; ● Encourage Cycle Friendly Employer registration and status for all Community Planning Partners' major work sites. 	SHORT-TERM
LG 2	Existing Active Travel Steering Group membership should be enhanced to improve communication with stakeholders and local groups.	<ul style="list-style-type: none"> ● Widen membership of the Active Travel Steering Group – regular (at least quarterly) meetings of local organisations and stakeholders to discuss issues and desired actions related to walking and cycling in the Inverclyde Council area 	SHORT TERM
LG 3	Consider active travel as part of the planning process.	<ul style="list-style-type: none"> ● Ensure that opportunities to integrate active travel into new developments are identified and, where appropriate, funded through developer contributions. The design of active travel infrastructure should be based on industry best practice guidance, including permeability for active travel modes, links to/from the active travel network, and appropriate signage and consideration for cycle parking. 	SHORT TERM AND ONGOING



Action Code	Issue Identified in Consultation	Action (all funding dependent and subject to further investigation as appropriate)	Timescale
LG 4	Funding for Active Travel	<ul style="list-style-type: none"> ● Inverclyde Council to consider a target %age spending commitment of its annual transport budget on measures to encourage active travel, reporting on progress. ● Take advantage of, and respond to opportunities to gain external funding to improve walking and cycling infrastructure. For example, the Community Links grant schemes. 	SHORT TERM
LG 5	Enhancement of cross boundary working.	<ul style="list-style-type: none"> ● Continue to work with neighbouring local authorities and other stakeholders to ensure development of active travel routes to/from Inverclyde are effectively linked. 	SHORT TERM
LG 6	Maintenance of footpaths and cycle routes	<ul style="list-style-type: none"> ● Review how footpaths and cycle paths are addressed in Asset Management Plans. 	SHORT TERM
LG 7	Ensure the use and application of industry standard design guidance	<ul style="list-style-type: none"> ● Use the principles of Designing Streets when designing shared space solutions. Where appropriate in an Inverclyde context, reference and utilise Cycling by Design, Transport Scotland (2010) and the London Cycling Design Standards (2016) when designing new cycle infrastructure and wider transport schemes. 	SHORT TERM
LG 8	Further development of the Active Travel Strategy	<ul style="list-style-type: none"> ● Produce detailed and separate neighbourhood walking and cycling action plans to take forward the recommendations of this strategy. 	SHORT TERM



Action 2: Facilitating Interchange and cycle parking

Action Code	Issue Identified	Action (all funding dependent and subject to further investigation as appropriate)	Timescale
ICP 1	Cycle parking at Inverclyde Council offices and key destinations	<ul style="list-style-type: none"> ● Provide convenient and visible cycle parking at Inverclyde Council offices for staff and visitors. ● Develop and initiate a programme to install secure, branded cycle parking at key destinations such as parks, sports centres, public transport hubs, town and neighbourhood centres; ● Establish a protocol of installing bike parking on request, after appropriate consideration (see MPPT 3). 	SHORT TERM AND ONGOING
ICP 2	Location of cycle parking	<ul style="list-style-type: none"> ● As per Scottish Planning Policy, ensure that secure cycle parking is more conveniently located to building entrances within new developments. 	SHORT TERM AND ONGOING
ICP 3	Cycle storage lockers at key stations in Inverclyde.	<ul style="list-style-type: none"> ● Engage with Abellio and other stakeholders to explore opportunities for partnership working to improve bike/rail interchange, through ensuring increased provision of covered cycle parking and installation of lockers. 	SHORT TERM
ICP 4	Improve clarity and continuity of cycle route through Gourock station.	<ul style="list-style-type: none"> ● Engage with Abellio and other stakeholders to improve cycle access through the station. 	LONG TERM
ICP 5	Active travel linkages to public transport hubs.	<ul style="list-style-type: none"> ● As part of the development of the active travel network, ensure improvements sought will include better sign posting, secure cycle parking, and access links to all rail and bus stations. 	LONG TERM



Action 3: Marketing, Promotion, Tourism and Training

Action Code	Problem Identified	Action (all funding dependent and subject to further investigation as appropriate)	Timescale
MPPT 1	Coordination of active travel promotional events/initiatives	<ul style="list-style-type: none"> ● Expand Active Travel Steering Group (see Action Code LG2) to act as a focal point for awareness, coordination and promotion of events/initiatives organised by partners. ● Promote Cycling U.K.'s Bike Bothy to encourage closer working and sharing of resources between all partners and active travel groups ● Actively support and promote other initiatives which promote physical activity, community health and outdoor access etc. including, for example, events/initiatives such as the: <ul style="list-style-type: none"> ● Clyde Muirshiel Regional Park/Ride 63 Pedal in the Park; ● Health walk programmes within Clyde Muirshiel Park; <ul style="list-style-type: none"> ■ the Clyde Muirshiel Walking Festival; ■ The Big Bike Revival; and ■ the Inverclyde Globetrotters Walking Network. 	SHORT TERM AND ONGOING
MPPT 2	Branding for active travel in Inverclyde	<ul style="list-style-type: none"> ● Develop a clear overarching brand for active travel in Inverclyde. This will be used for wayfinding materials, cycle parking, online and hard copy information, and promotional materials. 	SHORT TERM
MPPT 3	Public engagement	<ul style="list-style-type: none"> ● Establish a protocol for the public to request active travel related infrastructure improvements (e.g. signage, routes, parking, and minor works) via the Council website, 	SHORT TERM



Action Code	Problem Identified	Action (all funding dependent and subject to further investigation as appropriate)	Timescale
		potentially through an expansion of the roads and footway reporting form.	
MPPT 4	Improve cycle training opportunities	<ul style="list-style-type: none"> • Further support and develop the Community Tracks Inverclyde project, which offers cycle maintenance classes, workshops, recycled bikes, cycle training and cycle tours • Promote opportunities for cycle tours and training to health and wellbeing groups, tourists and adult beginners; • Continue to support Bikeability training in schools and participation in national initiatives such as Living Streets Walk to School Week, Walk Once a Week (WOW), and Sustrans Big Pedal. 	SHORT TERM AND ONGOING
MPPT 5	Promote new cycle routes once delivered	<ul style="list-style-type: none"> • After key infrastructure improvements have been delivered, ensure they are promoted through an Active Travel Marketing Strategy (see MPPT2). 	SHORT TERM AND ONGOING

Action 4: Infrastructure/network development

Action Code	Issue Identified	Action (all funding dependent and subject to further investigation as appropriate)	Timescale
INF 1	Topography is a major barrier to encouraging active travel in Inverclyde	<ul style="list-style-type: none"> • Consider installation of cycle wheeling ramps on stepped accesses along the active travel network. • Support and promote initiatives that offer electric bikes for hire/ try-out within Inverclyde. 	LONG TERM
INF 2	Tourism potential of Coastal route	<ul style="list-style-type: none"> • Undertake route improvements, including detailed feasibility studies, along sections of the Coastal route from 	SHORT-LONG TERM



Action Code	Issue Identified	Action (all funding dependent and subject to further investigation as appropriate)	Timescale
		Wemyss Bay to Port Glasgow, prior to further promotion of the route. Improvements to include addressing existing pinch points and maintenance.	
INF 4	A78/A8 represent major barriers to active travel	<ul style="list-style-type: none"> ● Liaise with Transport Scotland and Transerv to identify opportunities to improve the A8/A78 corridor and crossing points for active travel, in order to ensure continuity of active travel routes and the potential improvements identified through initial route option and feasibility studies. 	LONG TERM
INF 5	Short crossing times and long waiting times at crossings	<ul style="list-style-type: none"> ● Review signal timings at junctions and crossings, in order to provide an improved level of service for people crossing on foot and by bike. Engage with Transport Scotland as appropriate. 	SHORT-LONG TERM
INF 6	Improve coherence of cycle network	<ul style="list-style-type: none"> ● Inverclyde Council will work with partners to complete a planned network of strategic, high-quality, continuous cycle routes, which are segregated from general motor traffic where possible. <p>Strategic high-level maps of the existing and potential Active Travel Network are presented in Figures 2 - 6 of this strategy (Appendix A). Routes or sections to develop in priority from this network will be identified in cooperation with partners through the Active Travel Steering Group (see action CP2), using the criteria in Appendix B. These will be further outlined in a future Cycling Action Plan to support this Active Travel Strategy.</p>	LONG TERM



Action Code	Issue Identified	Action (all funding dependent and subject to further investigation as appropriate)	Timescale
		The number of schemes to be taken forward each year will be dependent upon available budget. Feasibility studies to be commissioned and delivered to ensure projects can be implemented as and when funding is available.	
INF 7	Safety of road junctions for pedestrians and cyclists.	<ul style="list-style-type: none"> Through data analysis and consultation, review and identify the significant collision and near miss sites for pedestrians and cyclists. The target sites to be addressed every year will be dependent on the findings of the initial review. 	SHORT TERM AND ONGOING
INF 8	Investigate opportunities for advanced stop lines at signal controlled junctions in Inverclyde	<ul style="list-style-type: none"> Develop and implement (subject to budget availability) a programme of installing Advanced Stop Lines at signal controlled crossings along key corridors identified in the Active Travel Network Plan. Further locations and key priorities to be identified in partnership with the Active Travel Steering Group and included in the future Cycling Action Plan. 	LONG TERM
INF 9	Improve opportunities for walking and cycling as outdoor leisure activities within the Clyde Muirshiel Park	<ul style="list-style-type: none"> Work towards implementation of the recommendations in the Inverclyde Area Renewal & the Inverclyde Green Network – Integrated Masterplanning of New Neighbourhoods report (2010), specifically to create strategic, legible links between the waterfront and the regional park. 	LONG TERM
INF 10	Quality of existing cycling infrastructure	<ul style="list-style-type: none"> Develop and implement (subject to budget availability) a programme to upgrade existing routes or sections of existing cycle routes (see LG7) 	LONG TERM



Action Code	Issue Identified	Action (all funding dependent and subject to further investigation as appropriate)	Timescale
INF 11	Maintenance of cycle routes and core path network	<ul style="list-style-type: none"> Review, develop and implement (subject to budget availability) a programme for maintenance along existing cycle routes and key walking routes. For example, issues to be addressed include lack of dropped kerbs at crossings, uneven surfaces, overgrown vegetation, defective handrails, drainage issues, lighting faults and broken signage. 	SHORT TERM - LONG TERM
INF 14	One-way streets in town centres are a barrier to cycling.	<ul style="list-style-type: none"> Review existing one-way streets for opportunities for two-way cycling. Implement two-way cycling wherever possible for future schemes. 	LONG TERM
INF 15	Dropped kerbs within urban centres	<ul style="list-style-type: none"> To build upon this strategy, undertake a detailed active travel audit in each of the major urban centres of Inverclyde. These audits should include issues faced by Disabled People and reference Roads for All: Good Practice Guide for Roads, Transport Scotland (2013) 	SHORT TERM – LONG TERM
INF 16	Signposting on walking and cycling routes	<ul style="list-style-type: none"> Review signposting along the walking and cycling network and address any issues identified. Include signposting provision in the design of future routes. 	SHORT TERM – LONG TERM
INF 17	Environment for walking and cycling in major urban centres	<ul style="list-style-type: none"> Seek to identify and implement urban realm improvement schemes in key locations which are complementary to economic regeneration initiatives and improve the active travel environment, in line with the principles of Designing Streets. 	LONG TERM



Action Code	Issue Identified	Action (all funding dependent and subject to further investigation as appropriate)	Timescale
INF 18	Traffic speeds are a barrier to walking and cycling	<ul style="list-style-type: none"> Identify further areas suitable for 20mph speed limits to encourage people to walk and cycle. Reference Living Streets Low Speed Communities Toolkit 	LONG TERM

4.4 Our desired outcomes

Delivering on the objectives and actions set out above will contribute to achieving the following outcomes:

- Improved health through an increase in physical activity;
- Reduced environmental impact and congestion on the highway network by providing increased travel choices;
- Reduced inequalities through improved access to employment opportunities, education and services by non-motorised transport modes;
- Improved access to the Inverclyde green network from the urban areas of Inverclyde;
- Safer conditions for walking and cycling in Inverclyde;
- Improved partnership working in the delivery and promotion of active travel initiatives in Inverclyde; and
- Increased awareness of opportunities for active travel in Inverclyde through coordinated marketing, public engagement and promotional activities.

4.5 Complementary outcomes

Increased active travel has significant cross-agency benefits and this Active Travel Strategy should not be viewed in isolation. Earlier chapters in this strategy have demonstrated the wide variety of complementary strategies, policy linkages and activities of our partners and stakeholders in Inverclyde. The desired outcomes of our Active Travel Strategy would also contribute to the agreed outcomes presented overleaf:



Table 1. Agreed Outcomes Related to the Active Travel Strategy

Agreed Outcomes Related to the ATS	What this means for the ATS	
<p>Inverclyde Outcomes Improvement Plan, 2017- 2022</p>	<p>The Active Travel Strategy will contribute to the outcomes of the Inverclyde Outcomes Improvement Plan (2017-2022), particularly the Safe, Healthy, Active and Included outcomes. Specific agreed outcomes of direct relevance to the Active Travel Strategy are presented below:</p>	
	<p>Priority 1: Population Inverclyde’s population will be stable and sustainable with an appropriate balance of socio - economic groups that is conducive to local economic prosperity and longer-term population growth. Respected: feedback from local people indicated that they would welcome a campaign to help promote Inverclyde and encourage citizens to have a sense of pride in the Inverclyde area. Included: Inverclyde’s current population will be satisfied with the area as a place to live and that they will choose to continue living here.</p>	<p>Improved access to key destinations by active travel modes. Marketing and promotion of active travel.</p>
	<p>Priority 2: Inequalities There will be low levels of poverty and deprivation and the gap between the richest and poorest members of our communities will be reduced. Healthy: Encouraging physical activity amongst children will help to reduce childhood obesity, while sustaining and developing local health improvement programmes will improve healthy life expectancy.</p>	<p>Bikeability training and increased opportunities for active travel within Inverclyde</p>
	<p>Priority 3: Environment, Culture and Heritage Inverclyde’s environment, culture and heritage will be protected and enhanced to create a better place for all Inverclyde residents and an attractive place in which to live, work and visit. Healthy: improving access to greenspace and encouraging citizens to be more active will have positive physical and mental health benefits.</p>	<p>Improved and safer access to greenspace from urban areas by active travel modes. Coordinated marketing and promotion of active travel.</p>



Agreed Outcomes Related to the ATS		What this means for the ATS
	<p>Active: we will encourage more people to increase their levels of physical activity via sustained positive changes to both their lifestyle and natural environment, for example, by utilising the green space in their local neighbourhood.</p>	
Clyde Muirshiel Park Strategy 2016 -20121	<p>The Park will be more accessible and enjoyed by more people;</p>	<p>Improved and safer access to Clyde Muirshiel Regional Park from urban areas by active travel modes. Coordinated marketing and promotion of active travel.</p>
	<p>Outdoor leisure activities will attract participants from a wide area and the Park will be recognised and respected as a high quality provider</p>	
	<p>The Park will become a key resource for those seeking to improve their physical and mental health and well-being</p>	
Central Scotland Green Network (CSGN)	<p>Key outcomes include more people using and enjoying outdoor spaces, improved levels of physical and mental well-being, and a reduction in health inequalities. Ambitions include:</p> <ul style="list-style-type: none"> • the creation of attractive, safe and well-maintained green space or accessible countryside within easy walking distance of every home in Central Scotland • Developing a strategic network of high-quality routes for active walking and cycling and recreation throughout Central Scotland 	<p>Delivery of the network and recommendations of the Clydeplan Green Network Spatial Strategy for Upper Greenock, Green Network Delivery Study (2016), and the Area Renewal and the Inverclyde Green Network (2010) studies.</p>
Inverclyde Active Living Strategy, Inverclyde Alliance	<p>Strategic Theme 1 - Workplace: Inverclyde employers advocate physical activity and support the facilitation of an active Inverclyde workforce</p>	<p>Engagement with major employers to promote the Cycle Friendly Employer award and adult cycle training opportunities. Improved access to key destinations by active travel modes</p>



Agreed Outcomes Related to the ATS	What this means for the ATS	
	<p>Strategic Theme 2 – Greenspace: All Inverclyde residents and visitors will have opportunities to access and participate in a range of quality physical activities within greenspace and the Inverclyde green network</p> <p>Strategic Theme 4 – Early years: children and young people within Inverclyde will achieve the national physical activity targets by 2022.</p> <p>Strategic Theme 5 – Health Improvement: Health inequalities are lower due to increased participation rates in physical activity and the population of Inverclyde is benefitting from the associated health outcomes</p> <p>Strategic Theme 6 – Built Environment: The built environment within Inverclyde facilitates quality accessible opportunities for physical activity and will encourage residents and visitors to be more physically active.</p> <p>Strategic Theme 7 – Communication: The opportunities and benefits to accessing physical activity are effectively promoted across Inverclyde to both visitors and residents</p> <p>Overarching Theme – Community Engagement and capacity: Community engagement and capacity building forms the foundation of all efforts to increase physical activity levels by concentrating on the assets of local communities</p>	<p>Improved and safer access to greenspace from urban areas by active travel modes</p> <p>Bikeability training and increased opportunities for active travel within Inverclyde</p> <p>Improved access to key destinations by active travel modes. Marketing and promotion of active travel.</p> <p>Improved access to key destinations by active travel modes</p> <p>Marketing and promotion of active travel</p> <p>Improved coordination of existing and future active travel related initiatives. Increased community engagement on development of active travel related infrastructure.</p>
<p>Inverclyde Tourism Strategy 2016 -2020</p>	<p>Waterfront - maximise access to, and the potential of Inverclyde’s waterfront as an attraction, as Scotland’s busiest cruise ship port, and to host events and attract new operators associated with coastal and marine tourism.</p>	<p>Improved cycling infrastructure along and to/from the Waterfront.</p>



Agreed Outcomes Related to the ATS

What this means for the ATS

Inland – fully maximise the potential of outdoor activities and recreation products associated with Inverclyde’s rich and diverse countryside through product development and promotional initiatives.

Promotion of active travel within Inverclyde

Further develop town and village signage, gateway signage and trail signage

Improved signage of the active travel network under a consistent brand

Working with Abellio Scotrail to develop growth of train passenger visits and local partnership tourism products to boost arrivals.

Tourism potential of integrated active travel journeys; e.g. cycle hire at stations, access to stations via active travel modes.



5. MONITORING FRAMEWORK

The Inverclyde Outcomes Improvement Plan 2017 – 2022 contains key indicators, some of which relate to this Active Travel Strategy. While these indicators will inform progress on delivery, a key action of this strategy is the setting of more specific targets and timeframes against which progress towards achieving the ambition and objectives of the ATS will be monitored.

To inform the setting of such targets, a more comprehensive set of baseline data requires to be established. In light of this, we will investigate undertaking new walking and cycling surveys along selected cordon sites on selected key routes and locations throughout Inverclyde. This will enable the setting of targets that are challenging, but also realistic in the Inverclyde context.

To add to this dataset, we will also ensure that before and after data is gathered for infrastructure projects, in particular those aimed at walking and cycling. This will include those schemes developed as part of the planning process.

This data will in turn inform the development of robust targets, which will be set in partnership with the Active Travel Steering Group. Progress against these targets will be reviewed on an annual basis.

At this stage, we propose the following initial targets, in addition to those of the Inverclyde Outcomes Improvement Plan (2017-2022).

Targets:

Increase in % of adults (aged 16-74) travelling to work/study by bicycle /walking in Inverclyde

Year on year increase in walking and cycling trips across monitoring cordon sites in Inverclyde

100% of primary school children receiving Bikeability Level 2 (or equivalent standard) training

A reduction in the number of cyclists killed or seriously injured per million kilometres cycled

Targets are set for 2023, as this will allow Scottish Household Survey data to be combined with the 2021 Census data for a robust snapshot. Road safety data is also better considered over a long time frame, using Police Scotland's Stats 19 data.

Following the derivation of more robust baseline data, we envisage setting targets over a longer timeframe to allow for measures contained in this strategy to be implemented and take effect.



Table 2. Summary of existing Local Outcomes Improvement Plan (2017-2022) Active Travel related targets

Existing Inverclyde Outcomes Improvement Plan (LOIP) Indicator	Targets
<p>LOIP (2017-2022) Indicator: % of people cycling % of Inverclyde households with access to one or more bikes for private use. Source: Annual Cycling Monitoring Reports</p>	<p>Year on year increase</p>
<p>LOIP (2017-2022) Indicator: Number of inactive people in Inverclyde: % of Inverclyde residents participating in sport/similar activity at least every two weeks Source: Inverclyde Council’s Citizens Panel</p>	<p>Year on year decrease Year on year increase</p>
<p>LOIP (2017-2022) Indicator: CO2 emissions within the scope of influence of the local authority, per capita Source: www.gov.uk</p>	<p>Year on year decrease</p>
<p>LOIP (2017-2022) Indicator: Green space – walking distance to the nearest green space by 20% most deprived SIMD areas Source: Annual Scottish Household Survey</p>	<p>Year on year decrease in 11-minute walk or less</p>
<p>Green Network: Number of households living within 400m actual walking distance of a useable greenspace The degree to which greenspaces are connected to each other Source: Glasgow and Clyde Valley Green Network Partnership</p>	<p>TBC</p>
<p>Current LOIP (2017-2022) Indicator: Average score of residents who feel satisfied with moving around Inverclyde Source: Our Place Our Future Survey 2020</p>	<p>Increase in average score (2016/2017 baseline = 4.3)</p>
<p>Current LOIP (2017-2022) Indicator: Average score of residents who feel satisfied with streets and spaces in Inverclyde Source: Our Place Our Future Survey 2020</p>	<p>Increase in average score (2016/2017 baseline = 4.5)</p>



APPENDIX A: TOWARDS AN INTEGRATED ACTIVE TRAVEL NETWORK

While levels of walking and cycling remain relatively low in Inverclyde, and the topography presents challenges, there are opportunities to develop a more coherent active travel network. Key assets include the existing Core Path Network, the National Cycle Route and the Coastal Route, which, with the addition of connecting links, have considerable potential for both leisure and utility trips.

The provision of a network of safe and convenient routes to key destinations is essential to enable more every-day journeys to be walked or cycled. It is acknowledged that more must be done to create a network from all origins to all destinations, which is safe and convenient for all users. Beginning to develop such conditions is a high priority in this strategy. This will be achieved through network-wide actions, upgrading existing routes and the provision of new links.

5.1 Improving walking conditions

The walking network is already largely in place, albeit not always in the best place, following desire lines or in the best condition. Most roads have adjacent footways where required and there is an extensive Core Path Network throughout Inverclyde. Improvement to the walking network will mostly focus on upgrading the infrastructure already in place, with the aim of:

- Improving accessibility for all, e.g. through dropped kerbs, ramps where practical, and wider footways

²¹ Designing Streets, The Scottish Government (2010)

- Walking and accessibility town centre audits.
- Consideration of the principles of *Designing Streets*²¹ in urban town centre improvement schemes, such as:
 - Tighter corners at junctions - pedestrians crossing side streets will benefit from shorter more direct routes along the desire line;
 - De-cluttered footways through, for example, removal of redundant signs and posts;
 - Minimum clear footway widths to allow comfortable pedestrian movement; and
 - Making routes more attractive through, for example, footway widening where required, the addition of pedestrian stages at all relevant signalised crossings where they are missing, and repair of damaged surfaces.

The above will be considered further in a Walking Action Plan to be produced in support of this Strategy.

5.2 Developing the cycle network

Inverclyde benefits from NCN75 and NCN753 providing a coastal cycle route from Inverkip in the west, through Gourock, Greenock and Port Glasgow to Kilmacolm. At Greenock, the NCN route deviates away from the waterfront via Port Glasgow towards Kilmacolm.

Regional Cycle Route R21 broadly follows the south shoreline of the Clyde Estuary and provides a link between Greenock and Port Glasgow.



Maintaining and improving the National Cycle Network and further development of the Coastal Route for cycling, including linkages from the major urban areas throughout its length, are key priorities of this strategy.

A map of Active Travel corridors to form a coherent network has been further developed as part of this strategy. The corridors presented on this map will be used as a basis to identify schemes and to obtain funding for their delivery. The routes to be developed will aim to:

- create strategic, legible links between the waterfront and the regional park; and
- create legible routes through the urban area
- tie into the main urban centres, rail stations, potential development sites and public open space.

This network will enable us to take advantage of any route development opportunities which may arise in the future (e.g. through development, master-planning, wider road network improvements) and to develop a coherent signage strategy. While timescales will be dependent upon funding, this draft network provides a sound basis to inform the future Cycling Action Plan.

5.2.1 Prioritisation of future active travel corridor development.

All route options shown on Figures 2-6 (Appendix A) would have value in a cycle network and could be implemented in the longer term to create a coherent and comprehensive cycle network. Appendix B provides an example of an initial assessment criteria that we will develop to assist in the prioritisation of route development going forward.

5.2.2 Initial list of potential infrastructure improvements identified during development of the strategy

Through feedback from stakeholder engagement and our desktop review, the following issues and potential improvements have been identified as a basis for further development and to inform future Cycling Action Plan and Walking Action Plans. The tables overleaf should be viewed alongside Figures 2-7, which set out the draft network plans.



Table 3. Map Area 1:

Reference	Route	Issue/Opportunity Identified	Action
Figure 3: 1	Wemyss Bay to Inverkip (NCN75)	<ul style="list-style-type: none"> ● Provision of linkages to/from and through the MAC site of the former Inverkip Power Station. Significant opportunities for walking /cycling route enhancements. ● Cycling/Walking access to be integral to site access considerations. ● Existing NCN ends beyond the public conveniences adjacent to the A78 in Inverkip. A study is being commissioned by Sustrans to examine improvements to the NCN between Ardrossan and Gourock, which would include examining feasibility of improvements between Wemyss Bay and Inverkip. ● Improved crossing facilities on the A78. ● Improved active travel links to Inverkip Community Hub ● Potential for cycle route adjacent to the A78. 	Discussion with Transport Scotland – potential route option /feasibility study
Figure 3: 2	Links from Wemyss Bay/Inverkip to Greenock Cut Centre	<ul style="list-style-type: none"> ● Opportunity for shared footway/cycleway along Spey Road to link the former Inverkip Power Station MAC site with Core Path to Greenock Cut Centre. ● Signage improvements to be considered. 	Detailed audit and option study.
Figure 3: 3	Greenock Cut Centre to NCN east-west route	<ul style="list-style-type: none"> ● Resurfacing, signage and junction improvements along existing Core Path route from Greenock Cut Centre to NCN75 at Auchenbothie Road. 	Feasibility study to examine improvement options
Figure 3: 4	Inverkip to Greenock Cut	<ul style="list-style-type: none"> ● Improved signage along route linking Inverkip with the Greenock Cut Centre 	To be considered in Cycling Action Plan



Table 4. Map Area 2:

Reference	Location	Issue/Opportunity Identified	Action
Figure 4: 1	Inverkip to Branchton	<ul style="list-style-type: none"> ● Opportunities for shared footway/cycleway adjacent to the A78 to ensure that the Spango Valley MAC site can be accessed by active travel modes from Inverkip and the urban area. ● Potential for footway widening along some sections to enable segregated cycle route. However, pinch points will be an issue. Shared footway/cycleway may be an option, but early liaison with pedestrian groups necessary. 	Discussion with Transport Scotland – potential route option /feasibility study
Figure 4: 2	Inverkip to Gourock	<p>The coastal sections of this route are a significant active travel asset for tourists and residents.</p> <ul style="list-style-type: none"> ● Designated parking has been provided at Cloch Lighthouse. Monitor to ensure that vehicles do not park outwith designated area. ● A770 Gourock: review opportunities to enhance coherence and continuity of existing NCN. ● Faulds Park Road/A770 junction: Review potential for crossing improvements at, or in the vicinity of this junction to improve access for active travel modes. ● Gourock Station: potential to improve continuity and coherence of NCN. ● Gourock Bay (Local Development Plan, MAC3) - Continuity of existing NCN and route improvements should be sought as part of the strategy for this area. 	<p>Ongoing and regular liaison.</p> <p>Feasibility and route options study at these locations.</p> <p>Discussions with Abellio Scotrail</p>



Reference	Location	Issue/Opportunity Identified	Action
Figure 4: 3	Gourock to Branchton	<ul style="list-style-type: none"> ● Gourock Park/Larkfield Road/Broomberry Drive: Gap in network accessing Gourock. Signage and crossings to be addressed for active travel modes. ● Hilltop Road/Larkfield Road: Enhanced off road routes as identified in the Clydeplan Green Network Spatial Strategy: Upper Greenock. ● Access to Coves Reserve: Enhanced off road routes as identified in the Clydeplan Green Network Spatial Strategy: Upper Greenock. 	Detailed walking and cycling audit to be undertaken

Table 5. Map Area 3:

Reference	Route	Issue/Opportunity Identified	Action
Figure 5: 1	Gourock to Greenock and James Watt Dock Marina	<ul style="list-style-type: none"> ● Routing of NCN75 via Container Way: maintenance, coherence and comfort issues not ideal with container traffic. ● The Harbours (Local Development Plan, MAC1 site): Poor surfacing of existing NCN route and crossing provision at Cartsburn St. A8/ Rue End Street should be improved for active travel modes. ● Coastal route from A8 Rue End Street to James Watt Dock: Consider designating route as a cycle route, with appropriate dropped crossings and signage. Continuity of route is highlighted as part of current James Watt Dock/Garvel Island (MAC) Local Development Plan strategy. ● A8 Main Street: potential opportunity for a segregated cycle route utilising the wide verge adjacent to the A8. 	<p>Feasibility and detailed audit.</p> <p>Discussion with Transport Scotland – potential route corridor /feasibility study</p>



Reference	Route	Issue/Opportunity Identified	Action
Figure 5: 2	Greenock West link	<ul style="list-style-type: none"> Lyle Road - Newton Street: Potential for shared footway/cycleway. Newton Street: Gap in the network. Potential for improved signage for cyclists along Newton Street through an existing 20mph area. 	Feasibility and detailed audit.
Figure 5: 3	Branchton to Greenock West	<ul style="list-style-type: none"> A78 Inverkip Road: Wide sections of A78 linking to Brachelston Street. Potential continuation of existing sections of shared footway/cycleway to improve coherence and provide links to Rankin Park. 	Discussion with Transport Scotland – potential route corridor /feasibility study
Figure 5: 4	Branchton to Drumfrochar	<ul style="list-style-type: none"> Peat Road/Hole Farm – Local Development Plan MAC site 6: Active Travel considerations and linkages to the wider network should be an integral part of the Local Development Plan Strategy for this site. 	Ongoing through LDP
Figure 5: 5	Drumfrochar to Whinhill	<ul style="list-style-type: none"> Dunlop Street – Drumfrochar Road: Opportunity for East-West link. Wide footways along some sections, however reduced widths could affect coherence of route provided. 	Feasibility and detailed route audit.
Figure 5: 6	Overton to Greenock	<ul style="list-style-type: none"> Broomhill Street: While topography is an issue, this route offers opportunities to improve linkage through the urban area, with potential for wheeling ramps, cycle cut throughs and junction improvements Laird Street: opportunity for signage and junction improvements to facilitate improved access to the town centre from the existing NCN. 	Feasibility and detailed route audit



Reference	Route	Issue/Opportunity Identified	Action
Figure 5: 7	Drumfrochar to Greenock	<ul style="list-style-type: none"> Lynedoch Street – Waterfront: Route identified in Central East Greenock Masterplan (APC 1, Local Development Plan 2014). Provides access to the waterfront and existing coastal route. Signage and improved crossing provision of the A8 required. 	Feasibility and detailed route audit. Discussions with Transport Scotland
Figure 5: 8	Whinhill to Greenock	<ul style="list-style-type: none"> Cartsburn Street: As identified in the Local Development Plan (2014), this route provides a link to the wider green network from the Coastal Route. Signage, surfacing and landowner consent required. 	Feasibility and detailed route audit
Figure 5: 9	James Watt Dock Marina to NCN75	<ul style="list-style-type: none"> Sinclair Street/Gilmour Street: Potential for an alternative NCN route to waterfront, utilising Sinclair Street and Gilmour Street and including improved crossing provision of the A8 East Hamilton Street. 	Feasibility and detailed route audit. Discussions with Transport Scotland

Table 6. Map Area 4:

Reference	Location	Issue/Opportunity Identified	Action
Figure 6: 1	James Watt Dock Marina to Port Glasgow	<ul style="list-style-type: none"> James Watt Dock/ Garvel Island (Local Development Plan 2014 MAC2): Potential to provide active travel route through the site to link the existing section of the NCN/Coastal route, thereby providing an alternative to cycling on or adjacent to the A8. Bogston - Port Glasgow: Potential for signage and infrastructure enhancements to provide link along a quieter route, utilising Port Glasgow Road and Brown Street Waterfront - Port Glasgow Station: Opportunities for improvements to Toucan crossing and signage to link waterfront with Port Glasgow Station. Existing one-way system results in a lack of permeability of the town centre for cycling. 	<p>Ongoing through LDP</p> <p>Feasibility and detailed route audit</p> <p>Discussion with Transport Scotland in</p>



Reference	Location	Issue/Opportunity Identified	Action
		<ul style="list-style-type: none"> Ferguson Marine - Port Glasgow centre: Improve signage and coherence of existing cycle route. Potential for crossing improvements and use of quiet roads to access town centre. Improved accessibility from A761 to Port Glasgow, the waterfront and station identified in Local Development Plan 2014, Inner Port Glasgow (APC2). 	connection with A8 crossings and Greenock Road/A761 roundabout.
Figure 6: 2	Devol Road Link	<ul style="list-style-type: none"> Resurfacing and signage of existing Core Path Route to provide linkage from the NCN/urban area to Auchentiber Road and the wider green network. 	Feasibility and detailed route audit
Figure 6: 3	Waterfront to Birkmyre Park and NCN75	<ul style="list-style-type: none"> Potential to improve signage and coherence of link from the waterfront via the Toucan crossing through Tesco. NCN75 Devol Burn Link: The existing closure of the NCN at this location and the significant ensuing diversion represents a significant barrier to further promotion of this route 	Feasibility and detailed route audit
Figure 6: 4	Clune Park Regeneration Area	<ul style="list-style-type: none"> Opportunity to link the Clune Park regeneration area with NCN75 and the wider green network 	Feasibility and detailed route audit
Figure 6: 5	Port Glasgow to Woodhall	<ul style="list-style-type: none"> Glasgow Road: Existing carriageway width of Glasgow Road in the Clune Park Regeneration area offers an opportunity for road space reallocation to active travel modes. Woodhall (Local Development Plan 2014 MAC5): As part of the Local Development Plan Strategy, there is an opportunity to link the creation of a new neighbourhood with improvements along Glasgow Road, including Woodhall Station and Kelburn Park 	Feasibility and detailed route audit

Figure 2: Inverclyde Draft Network Development - Overview

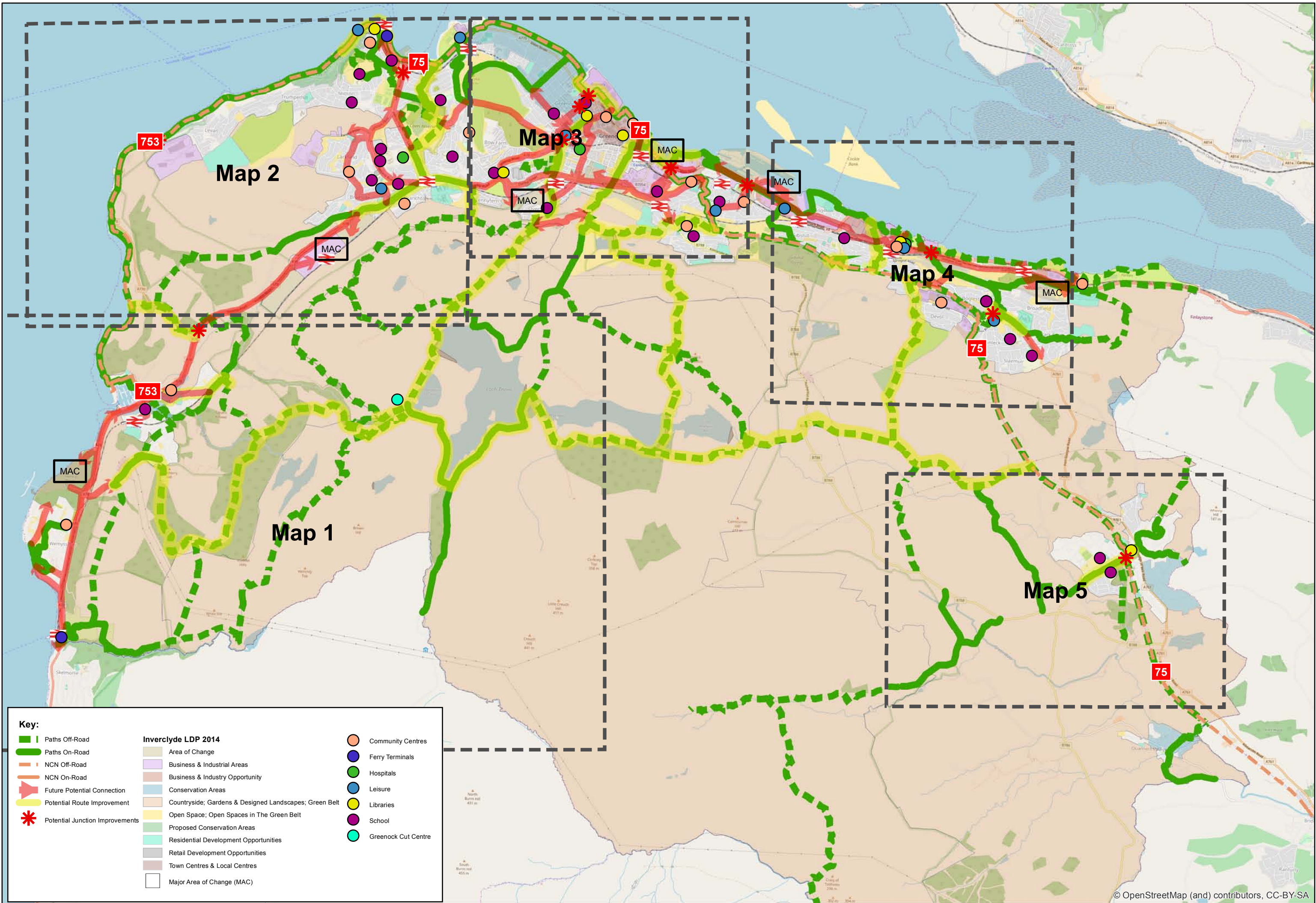


Figure 3: Draft Network Development Plan



Figure 4: Draft Network Development Plan

Key:

- Paths Off-Road
- Paths On-Road
- NCN Off-Road
- NCN On-Road
- ➔ Future Potential Connection
- Potential Route Improvement

Inverclyde LDP 2014

- Area of Change
- Business & Industrial Areas
- Business & Industry Opportunity
- Conservation Areas
- Countryside; Gardens & Designed Landscapes; Green Belt
- Open Space; Open Spaces in The Green Belt
- Proposed Conservation Areas
- Residential Development Opportunities
- Retail Development Opportunities
- Town Centres & Local Centres
- Major Area of Change (MAC)

- Community Centres
- Ferry Terminals
- Hospitals
- Leisure
- Libraries
- School
- Greenock Cut Centre

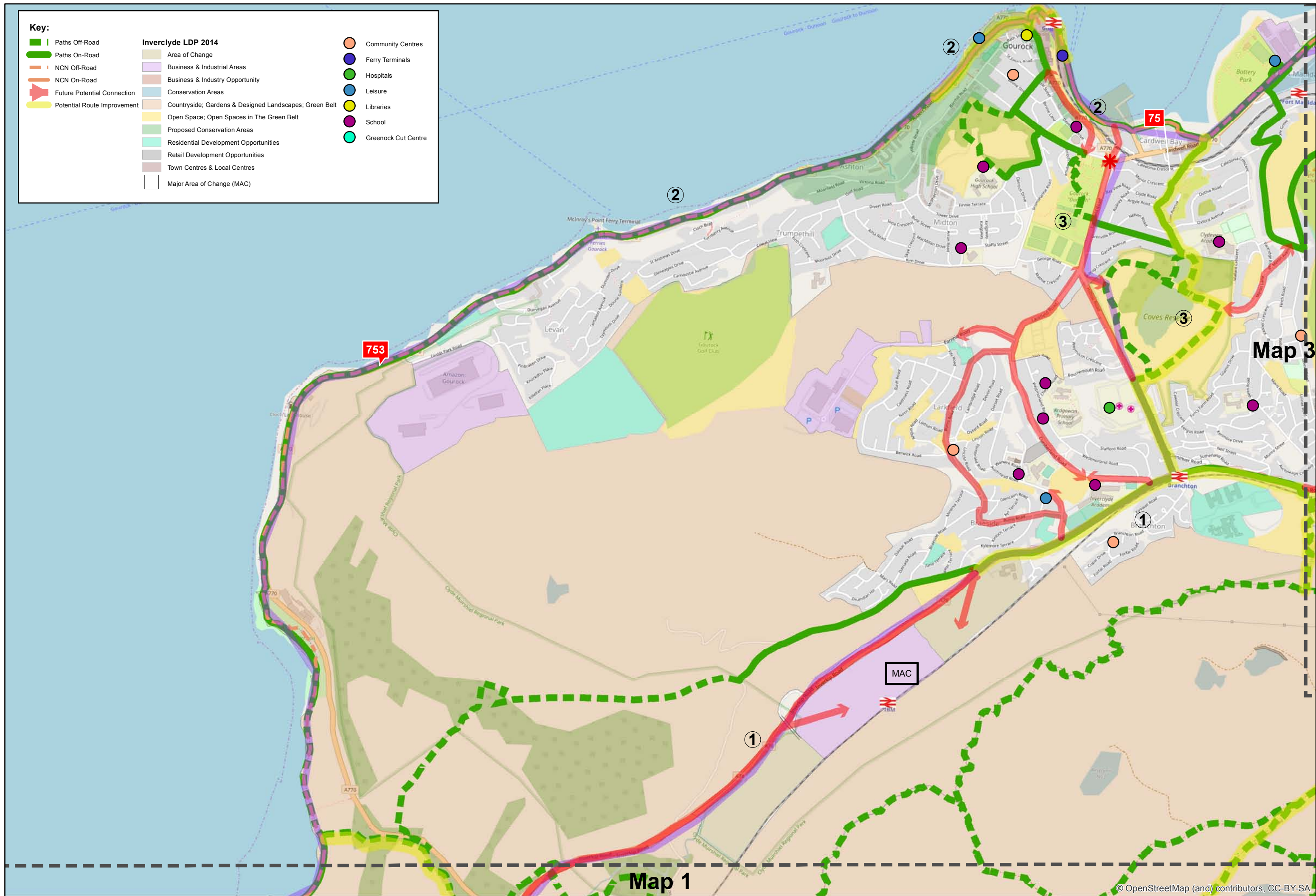


Figure 5: Draft Network Development Plan

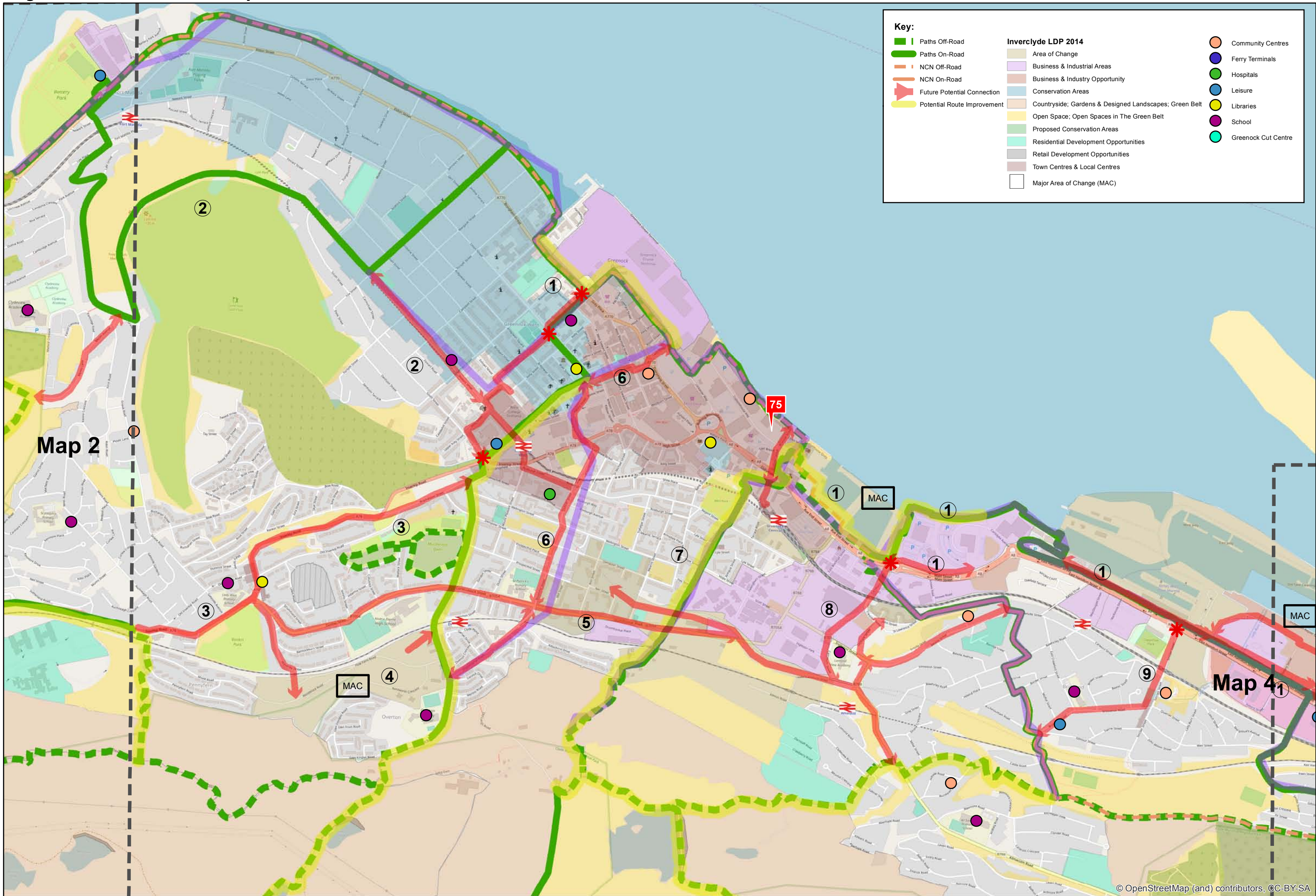
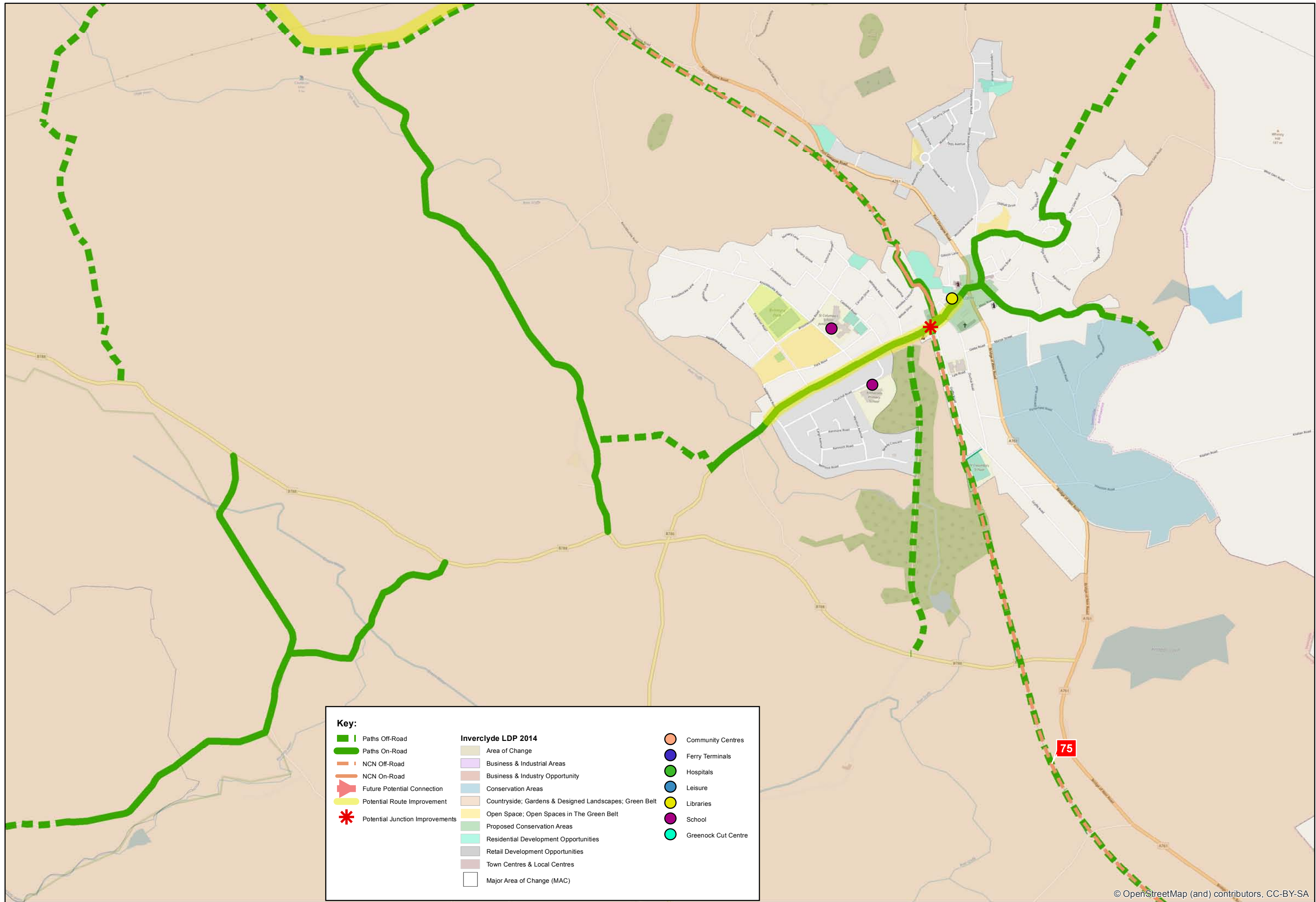


Figure 6: Draft Network Development Plan



Figure 7: Draft Network Development Plan



Key:

Paths Off-Road	Paths On-Road	NCN Off-Road	NCN On-Road	Future Potential Connection	Potential Route Improvement	Potential Junction Improvements
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Inverclyde LDP 2014

Area of Change	Business & Industrial Areas	Conservation Areas	Proposed Conservation Areas	Retail Development Opportunities	Residential Development Opportunities
Business & Industry Opportunity	Countryside; Gardens & Designed Landscapes; Green Belt	Open Space; Open Spaces in The Green Belt	Town Centres & Local Centres	Major Area of Change (MAC)	

Community Centres	Ferry Terminals	Hospitals	Libraries	School	Greenock Cut Centre
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APPENDIX B: INDICATIVE ACTIVE TRAVEL ROUTE PRIORITISATION ASSESSMENT CRITERIA

Table 7. Indicative active travel route prioritisation assessment criteria

Category	Criterion		Rank		
			Low	Medium	High
Demand	Likely demand	How well does the route serve key trip generators? Density of population within 400m buffer. Population with no access to car within 400m	The route alignment serves few key destinations, although it probably serves residential population and local destinations.	The route alignment serves the surrounding residential area and local destinations, as well as key destinations in the city, mainly directly along the route.	The route alignment serves multiple key destinations in addition to the surrounding residential area, as closely as possible.
Cycle Network Integration	Regional/national cycle connections	How well integrated is the route with the regional and national cycle network?	No or limited benefit or connection to regional/national cycle routes.	Some connection to regional/national cycle routes, possibly indirect.	Good connection to the regional and national cycle network, possibly improves on it / fills a gap.
	Does the route contribute to extending/enhancing the network?	The proposed corridor is already served by a cycling route of reasonable quality and level of service.	There is an existing cycle route along the corridor, but the infrastructure is inadequate.	The proposed route would create links where no cycling infrastructure at all exists.	Does the route contribute to extending/enhancing the network?
Wider Transport Benefits	Interaction with public transport / P&R	Does the route serve another key mode of transport?	The route option does not serve key transport interchange, and connecting them would be complex and/or onerous.	Route option serves key transport nodes (rail station, bus station, P&R, pedestrian zones), but indirectly, requiring additional links/spurs.	The route option directly serves key transport nodes (rail station, bus station, P&R, pedestrian zones).

Category	Criterion		Rank		
			Low	Medium	High
Wider Transport Benefits	Benefits to pedestrian / wider public realm improvement	Does the implementation of this route deliver benefits to pedestrian facilities and wider public realm?	The route would not provide improvements to other sustainable/active modes or public realm quality.	The route would provide limited benefits to other active and sustainable modes or public environment.	Delivering this route option would have benefits for pedestrians and the general quality of the public realm, and all those benefiting from an increase in footfall.
	Potential to alleviate congestion	Is there a significant congestion issue, that a switch to cycling could help address?	There is no significant congestion.	There is congestion, but not considered a priority area	There is significant congestion problem along this corridor
All modes road safety	Would the scheme bring the opportunity to address a collision black spot?	Collision resulting in cyclist/pedestrian casualty over past 5 years	No serious cyclist/pedestrian casualty recorded.	Serious cyclists/pedestrian casualty, no fatalities.	Fatality and/or multiple serious cyclists/pedestrian casualties recorded along or near the corridor.
Policy Integration	Impact on areas with higher levels of deprivation	Could the cycle route increase transport connections between areas with higher levels of deprivation and key destinations, services and employment?	Limited impact - the route does not serve areas with higher levels of deprivation (neither 10% nor 20% most deprived deciles).	Some impact - connection to areas with higher levels of deprivation, 20% most deprived decile.	High impact-the route directly serves areas with higher levels of deprivation, most deprived decile.

Category	Criterion		Rank		
			Low	Medium	High
Deliverability	Affordability	What level of investment is required?	The route requires significant changes to the infrastructure to be of good standard.	Some infrastructure work required, but not major.	The alignment would require little additional work to be delivered.
	Physical constraints	Are there significant pinch points or barriers which will be difficult to overcome?	Significant constraint along most of the length of the route, good standard infrastructure would be very difficult to deliver.	Localised physical constraints which may require compromise in the design of the infrastructure, but not affecting the entire route.	No significant physical constraints identified.
	Integration with other projects	Will the route benefit, or benefit from, any committed, planned or aspirational projects?	No other significant scheme ongoing or planned along the route.	Long term aspirations, no specific scheme, or not directly relevant to cycling / transport.	Major scheme in which cycling could have an important function.
	Acceptability	How much support is there from stakeholders for the change required? Mention at a workshop, email or previous consultation documents.	The need for new redesigned infrastructure was not identified during consultation or previous documents.	There is some support, but also concerns about the infrastructure changes required.	The need to provide this route alignment was mentioned during a workshop/ consultation and widely supported.