

REPORT TO MARR AREA COMMITTEE – 19 SEPTEMBER 2017

HUNTLY INTEGRATED TRAVEL TOWN

1 Recommendations

The Committee is recommended to:

- 1.1 Note the progress made to date to develop the concept of an Integrated Travel Town in Huntly.**
- 1.2 Consider and comment on the proposals for Huntly in the proposed programme for Walking, Cycling and Safety Initiatives. The comments will be reported to Infrastructure Services Committee on 5 October 2017.**

2 Background / Discussion

- 2.1 Between 2008 and 2015 Aberdeenshire Council piloted a cycle demonstration town (CDT) in Peterhead. As a result of the directed resource to deliver infrastructure supported by wide ranging soft interventions, the CDT project delivered encouraging increases in walking and cycling in the town.
- 2.2 Subsequent feedback on the CDT project from funding partners, Sustrans and local community groups, confirmed that a strategic approach to creating the right environment to foster more walking and cycling trips was beneficial and the monitoring results confirmed that this targeted approach was able to deliver positive results.
- 2.3 In 2015, the Transportation Service further developed the CDT concept creating an ambitious programme to support more active and sustainable journeys amongst five of the local authority's largest settlements. The Integrated Travel Town (ITT) project was established to replicate and develop the CDT approach in Inverurie, Huntly, Portlethen, Fraserburgh and Ellon. The objective of the Masterplan approach was to better understand key constraints, remove barriers to active and sustainable travel and, with community support, create the environment to support a move towards more local journeys being made by bike, foot and public transport.
- 2.4 With the aim to develop a long term strategy (typically five years) for each of these ITT towns , officers undertook a wide ranging exercise to map existing infrastructure, undertaking infrastructure audits and identifying key trip generators and destinations. Officers engaged with the local community, businesses and internal partners to establish problems, issues and constraints associated with active and sustainable local trips. A number of innovative methods were employed including online surveys, the use of the Placecheck tool alongside traditional consultation events and community presentations.

