



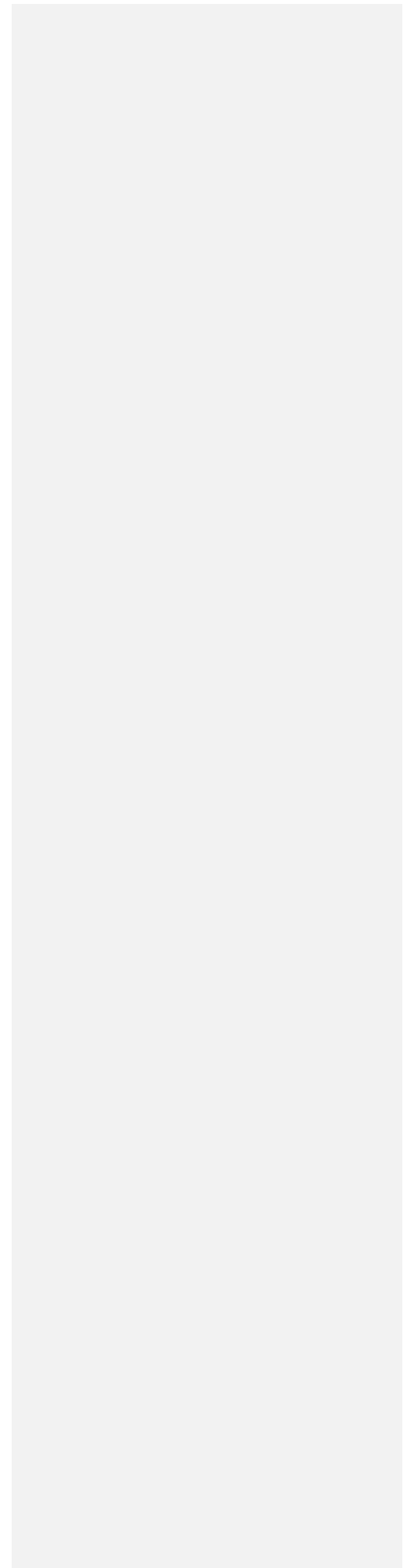
## **Ayrshire College Travel Plan**

Ayrshire College

### **Draft Travel Plan**

Version 3.0

September 2016



## Ayrshire College Travel Plan

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## **1. Introduction**

### **1.1 Background**

Jacobs was commissioned by Ayrshire College to prepare a Travel Plan for both staff and students at all of its campuses:

- Ayr Campus;
- Craig Centre;
- Cumnock Campus;
- Kilmarnock Campus;
- Kilwinning Campus;
- Largs Campus;
- Nethermains Campus; and
- Townholm Campus.

This will build upon the work done for Ayr College prior to its merger with James Watt and Kilmarnock Colleges in August 2013.

### **1.2 Travel Plan Benefits**

A Travel Plan is a management tool designed to encourage people to consider their travel choices and requirements in order to minimise the adverse impacts of a development on the environment. This is achieved by setting out a strategy for eliminating barriers preventing users of the site from using sustainable travel modes, improving travel choices and managing single occupancy car use. A Travel Plan is an active, dynamic document that requires to be updated on a regular basis.

If designed well, the implementation of a Travel Plan can lead to economic, environmental, social and health benefits. It can lead to a decrease in the proportion of users reaching the site by private car and an increase in the proportion reaching the site by sustainable modes, including walking, cycling and public transport.

A Travel Plan can also:

- Assist in increasing accessibility while reducing congestion;
- Improve local air pollution, greenhouse gases and noise;
- Increase business efficiency and equality;
- Reduce the carbon footprint of the organisation/development;
- Reduce the traffic impact on the local highway network and on-site car parking requirements;
- Reduce adverse impacts on local residents and businesses; and
- Improve the health and wellbeing of the workforce through the formation of active travel patterns.

### 1.3 Policy Context

This Travel Plan takes account of planning, transport, environment and physical activity policies. Travel planning has an important role to play in supporting these policies through reducing the need to travel and promoting sustainable travel. Ayrshire College has campuses throughout Ayrshire and, therefore, this section considers the planning and transport policies of East, South and North Ayrshire Councils.

#### 1.3.1 Planning Policy

The Scottish Government's planning policies are set out in a number of documents including Scottish Planning Policy (SPP), Designing Places, Designing Streets and Circulars.

##### ***Scottish Planning Policy***

With regard to the location of new developments, Paragraph 38 states that the decisions on the location of new developments should:

- Promote regeneration and the re-use of previously developed land;
- Reduce the need to travel and prioritise sustainable travel and transport opportunities;
- Promote the development of mixed communities;
- Take account of the capacity of existing infrastructure;
- Promote rural development and regeneration; and
- Prevent further development which would be at risk from flooding or coastal erosion.

*Paragraph 40 of SPP states:*

"The settlement strategy set out in the development plan should promote a more sustainable pattern of growth for an area, taking account of the scale and type of development pressure and the need for growth and regeneration. The most effective way to plan for change will depend on many factors, including geography, environmental sensitivities, landscape character and infrastructure capacity."

Paragraph 168 of SPP stresses the importance of sustainable travel and states that planning permission should not be granted for significant travel generating uses in locations which would encourage reliance on the private car and where:

- Direct links to walking and cycling networks are not available or cannot be made available;
- Access to public transport networks would involve walking more than 400 metres;
- It would have a detrimental effect on the capacity of the strategic road and/or rail network; and,
- The Transport Assessment does not identify satisfactory mechanisms for meeting sustainable transport requirements.

##### ***Planning Advice Note (PAN) 75 – Planning for Transport***

Planning Advice Note (PAN) 75 accompanies SPP and acts as a good practice guide on measures that planning authorities, developers and others should carry out in their policy development, proposal assessment and project delivery.

Paragraph 24 states that:

“development plan policy should encourage development of significant travel generating proposals at locations which are key nodes on the public transport network”, and “locations should encourage modal shift of people and freight by providing good linkages to rail, walking and cycling networks”.

PAN 75 provides guidance on accessibility thresholds and walking distances as follows:

- Walking distances from new developments should be no greater than 400 metres to bus stops and 800 metres to rail stations; and
- The maximum acceptable walking distance to local facilities is 1,600 metres.

#### ***Designing Streets – A Policy Statement for Scotland***

Designing Streets - A Policy Statement for Scotland, places emphasis on providing well designed streets at the heart of sustainable communities and demonstrates the benefits available by assigning a higher priority to pedestrians and cyclists from good street design. The document seeks a shift away from a rigid application of design standards to a more holistic approach to the creation of places.

Designing Streets is the first policy statement in Scotland for street design and marks a change in the emphasis of guidance on street design towards place-making and pedestrian movement and away from a system focused upon the dominance of motor vehicles. It has been created to support the Scottish Government's place-making agenda and is intended to sit alongside the 2001 planning policy document Designing Places, which sets out government aspirations for design and the role of the planning system in delivering these.

It is expected that Designing Streets will predominantly be used for the design, construction, maintenance and adoption of new streets, along with existing streets subject to re-design. Designing Streets should now be adopted by all Scottish local authorities or should provide the basis for local and site-specific policy and guidance.

Designing Streets states that street design should meet the qualities of successful places, as set out in Designing Places, as follows:

- Distinctive – street design should respond to local context to create places that are distinctive;
- Safe and pleasant – streets should be designed to be safe and attractive places;
- Easy to get to and move around – streets should be easy to move around for all users and connect well to existing movements networks;
- Welcoming – street layout and detail should encourage positive interaction for all members of the community;
- Adaptable – street networks should be designed to accommodate future adaption;
- Resource efficient – street design should consider orientation, the integration of sustainable draining and use attractive, durable materials that can be easily be maintained.

#### ***Joint Ayrshire Structure Plan***

The second Ayrshire Joint Structure Plan 'Growing a Sustainable Ayrshire' (2006) identifies five key objectives:

- To stabilise the population in 2020 at current levels
- To support measures that encourage economic development underpinned by a sustainable population

- To seek improved accessibility both within and to opportunities outside Ayrshire
- To develop strong and vibrant communities by realising their potential for regeneration and growth and through the promotion of appropriate development for rural areas
- To safeguard and enhance the quality of the environment

#### ***East Ayrshire Local Plan, 2010***

A general development strategy has been adopted for the whole of East Ayrshire as follows:

- Directs all major strategic residential, retail and economic related developments to the major town of Kilmarnock and promotes the development of the necessary transport and service infrastructure required to facilitate the developments concerned (Development Strategy DS1)
- Promotes improved accessibility to Scotland's central belt, Ayrshire's Gateway Locations, the M74 and the south (Development Strategy DS2)
- Encourages appropriate and sympathetic development which contributes positively to rural and farm diversification throughout the rural area (Development Strategy DS3)
- Promotes the former Coalfield Areas as a national regeneration priority (Development Strategy DS4)
- Encourages the redevelopment and reuse of brownfield land and vacant, derelict and underutilised existing buildings for new development purposes (Development Strategy DS5)
- Directs development meeting particular identified needs to specific development opportunity sites (Development Strategy DS6)
- Safeguards and protects sensitive rural areas from inappropriate development (Development Strategy DS7)
- Requires all new developments to be of the highest quality of design and in keeping with the character and appearance of the area in which they are located (Development Strategy DS8)

#### ***North Ayrshire Local Plan***

The Local Development Plan sets out how North Ayrshire Council aims to guide development and investment in the area over the next twenty years. It recognises that infrastructure forms an important element within the development process in that it supports development and influences the land use pattern of an area. Infrastructure covers a wide range of activities, including: transport infrastructure (public transport, walking/cycling links, roads, park and ride, rail stations/halts, ports etc.). It states that linking land use and transport is important for improving the sustainability of development which provides economic and environmental benefits. It refers to the Core Paths Network which provides walking and cycling links in North Ayrshire. New development will be expected to incorporate the network and provide links to it where appropriate.

### **1.3.2 Transport Strategy**

#### ***National Transport Strategy***

Building on the Scottish Government's National Strategic Objectives: a wealthier, fairer, healthier, safer & stronger, smarter and greener Scotland, the National Transport Strategy aims to deliver the following strategic outcomes:

- Improve journey times and connections between our cities and towns and our global markets to tackle congestion and provide access to key markets

- Reduce emissions to tackle climate change
- Improve quality, accessibility and affordability of transport, to give people the choice of public transport and real alternatives to the car.

The Strategy also promotes the development and implementation of Travel Plans to encourage more sustainable travel.

***A Catalyst for Change: The Regional Transport Strategy for the West of Scotland 2008-2021***

The document, prepared by Strathclyde Partnership for Transport (SPT), sets out the region's vision for transport within the overarching vision of creating "a world class sustainable transport system that acts as a catalyst for an improved quality of life for all".

The strategy has created the following four strategic outcomes within which exist key aims and priorities:

- Improved connectivity:
  - Developing the mass transit network
  - Improving access to key gateways
  - Improving cross-city and cross-region links on strategic corridors
- Access for All:
  - Improving access to services, including healthcare and education
  - Improving socially necessary public transport, including Demand Responsive Transport and Community Transport
  - Promoting equality, including making journeys safer and addressing transport affordability
- Reduced Emissions:
  - Encouraging modal shift to more sustainable modes
  - Promoting 'smarter choices', travel planning and active travel
- Attractive, Seamless, Reliable Travel
  - Plan and provide a 'step change' for bus services, standards and infrastructure;
  - Improving interchange between modes; and
  - Improving travel information

***East Ayrshire Local Transport Strategy (LTS)***

The LTS has established five strategic objectives to address stress points in the transport network, promote integrated and sustainable transport and remove barriers to social inclusion. These objectives are intended to be consistent with the Government's national objectives for transport, SPT's Regional Transport Strategy, and support East Ayrshire's Community Plan. The five objectives are:



- Objective 1 - Economic Growth: To promote the development of the local economy and enhance social and economic activity by being consistent with the principle of sustainable development and meet the need for efficient, safe and high quality local, regional, national and international transport links into and out of East Ayrshire.
- Objective 2 - Accessibility And Social Inclusion: To promote social inclusion by improving accessibility to employment opportunities, education, retail and leisure facilities and to hospitals, clinics, surgeries and other places where a health service is provided.
- Objective 3 – Environment: To improve, conserve and enhance the natural, historic and built environment, and contribute to a healthier lifestyle by facilitating the provision and use of sustainable modes of transport and reduce emissions to air by reducing car dependency, particularly in urban areas.
- Objective 4 - Safety and Personal Security: To improve public safety, including road safety and the safety of users of the transport network and traffic-free paths within East Ayrshire.
- Objective 5 - Sustainability and Integration: To encourage the integration of transport modes and promote greater use of public transport and other sustainable modes of transport.

The LTS states that Travel Plans are required for all significant new developments, and large, existing employers are encouraged to adopt Travel Plans.

#### ***South Ayrshire Local Transport Strategy***

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

- Encourage mode shift to walking and cycling to assist in the promotion of a healthier lifestyle and lessen environmental impact during the period of the LTS
- Prioritise the protection of human health in urban areas and flora and fauna in more rural areas, from the adverse effects of transport activities;
- Achieve a year-on-year reduction in the number of road users killed and seriously injured and enhance the personal safety of those in South Ayrshire
- Identify locations of concern for the safety and security of the travelling public and work with partners to address these
- Support economic development by promoting interventions that reduce constraints such as congestion and parking, and enhance the efficiency of the transport network for both users and operators
- Better integrate transport and land-use planning in order to promote economic vitality and inform the Development Plan process
- Better integrate different modes of travel and contribute to the development of multimodal interchanges
- Provide guidance to users, operators, developers and others on matters of local policy, priorities and potential schemes

- Increase opportunities, for walking and cycling and improve the quality, affordability and accessibility of public transport for accessing key community facilities
- Provide a deliverable and measurable action plan covering all aspects of transportation over the short, medium and longer term as part of the LTS

#### ***North Ayrshire Local Transport Strategy***

The Local Transport Strategy guides transport policy and investment in North Ayrshire. Its objectives are to:

- Promote social inclusion by connecting communities to facilities and services, and increasing the accessibility of the transport network.
- Promote economic growth by maximising the effectiveness and efficiency of transport services, infrastructure and networks.
- Minimise the environmental footprint of transport services, infrastructure and networks.
- Improve the integration of the transport system between different services and modes, and with other relevant local, regional, and national policies.
- Reduce accidents and enhance the personal safety of all users of the transport network, by improving the safety and security of journeys.

Within the main settlements, the LTS proposes to encourage a change in travel habits towards more sustainable travel behaviour (Action TA1) by improving walking, cycling, and public transport facilities and to support partners in providing public transport links to hospital and health care services (Action PT19).

The LTS also states North Ayrshire Council's commitment that new developments and key facilities should adopt travel plans (Action TA5) to manage the transport needs of the development by providing incentives to use other modes to the private car and to also ensure that cycle links and facilities are included within assessments of new travel generating developments (Action C2).

#### **1.3.3 Environmental Policy**

##### ***Climate Change (Scotland) Act, 2009***

A principal challenge of sustainable economic growth is the need to tackle climate change in particular reducing greenhouse gas emissions. The Act sets an 80% target reduction in emissions by 2050, with an interim target of a 42% reduction by 2020. This Travel Plan aims to reduce car-based travel and the associated emissions.

#### **1.3.4 Physical Activity Policy**

##### ***Let's Make Scotland More Active, 2003***

This Strategy for physical activity sets out a Vision that 'people in Scotland will enjoy the benefits of having a physically active life'. The Strategy's goal is to achieve a target whereby 50% of all adults over 16 and 80% of all children under 16 meet the minimum recommended level of physical activity by 2022. This level of activity is at least 30 minutes of moderate activity on most days of the week for adults. The Travel Plan aims to increase the use of active travel for accessing the site.

##### ***Cycling Action Plan for Scotland, 2013***

The Cycling Action Plan for Scotland sets out a vision for achieving 10% of all journeys by bike by 2020. It provides a framework to help create an environment which is attractive, accessible and safe for cycling. The actions in the framework will increase cycling across Scotland and will also directly contribute to the targets set out in Let's Make Scotland More Active. The Travel Plan will introduce measures to support cycling.

#### **1.4 Summary**

This Travel Plan contributes to national, regional and local policies through the promotion of sustainable travel modes and improvements to infrastructure to support walking and cycling for travel to Ayrshire College's campuses.

## 2. Existing Travel Characteristics

### 2.1 Introduction

This chapter describes the existing travel characteristics of the main college campuses at Ayr and Kilwinning which specifically consider the following:

- campus amenities provided to reduce the need to travel during the college day;
- walking facilities and infrastructure;
- cycling facilities and infrastructure;
- public transport services;
- public transport infrastructure including potential for interchange with other sustainable modes;
- local road network characteristics; and
- parking provisions.

### 2.2 Ayr Campus

The Ayr campus is located to the north-east of Ayr town centre, bounded to the north by Content Avenue and Station Road, to the east by University of the West of Scotland (UWS), to the south by Dam Park and to the west by the River Ayr.

The campus is currently split into three distinctive sections. The first comprises the main teaching building, reception and canteen area, the second represents a newer primarily educational building, located adjacent to the River Ayr and the third the new aeronautical facility located to the northern extremity of the Ayr campus.

A total of 396 staff and 4,748 students are based at Ayr campus. There are approximately 447 formal car parking spaces.

#### 2.2.1 Reducing the Need to Travel

The Ayr campus has a number of facilities on site, all of which aid or reduce the need to travel away from the site during the college day. These facilities include a canteen, cash machine, nursery, a stationary shop and tele-video conferencing facilities.

The close proximity of the campus to Ayr town centre where further amenities and facilities are available also provides an excellent incentive to reduce the need to travel by car for short trips.

#### 2.2.2 Walking

The Ayr campus is ideally located to take advantage of a number of existing walking routes which provide links to neighbouring residential areas, Ayr railway and bus stations and Ayr town centre. These routes are well lit with appropriate crossing facilities and dropped kerb provisions. The proximity of the campus to Ayr town centre presents an ideal walking distance to increase and aid walking trips. Table 2.1 illustrates approximate walk distances and times to key amenities and facilities from Ayr campus.

Table 2.1: Walk distances and times from Ayr campus to key facilities

Facility / amenity	Approximate distance	Approximate walk time
Station Road bus stops	200m	2 minutes
University of the West of Scotland	400m	5 minutes
Ayr central shopping centre	500m	6 minutes
Ayr railway station	600m	7 minutes
Burns Statue Square bus stops	650m	7 minutes
Ayr town centre	700m	8 minutes
Morrisons Supermarket	700m	8 minutes
Ayr bus station	1100m	13 minutes

Within the campus, footpaths are well lit with CCTV operations in place. Ramp accesses are provided at several building access points. Appropriate way-finding signage is also provided for pedestrians.

Along the River Ayr a footpath is provided extending eastwards towards the UWS and golf course and westwards towards Ayr town centre.

### 2.2.3 Cycling

Ayr campus is located approximately 960m east of National Cycle Route 7 (NCR 7), equating to an approximate 7 minute cycle time. NCR 7 is a partially traffic free route from Carlisle to Glasgow.

Onsite cycling infrastructure consists of four cycle racks located to the front of the Dam Park Building, which is overlooked by CCTV; a coded bike shed to the rear of the Dam Park Building, which accommodates 12 racks (24 spaces) and 6 cycle racks located at the Riverside Building. Six showers and changing facilities are provided at Ayr campus.

### 2.2.4 Bus

Ayr campus is ideally located to benefit from a number of strategic and local bus services which operate at high frequencies along Station Road. Bus stops along Station Road are 200m from the main campus building equating to a 2 minute walk. Table 2.2 illustrates bus services, routes and frequencies along Station Road.

Bus stops within the vicinity of the Ayr campus, along Station Road, are equipped with bus flags and timetable information. For travel in an easterly direction a shelter is also provided.

Services from Station Road are of a good frequency and serve Ayr bus station, Kilmarnock bus station, Hayhill and Hillfoot. Kilmarnock bus station is an approximate 30 minute journey from the campus.

Table 2.2: Bus services, routes and frequencies from Station Road

Service	Route	Frequency	
		Monday-Saturday	Sunday
A4/ Stagecoach	Hayhill- Burns Statue Square- Boswell Park- Burns Statue Square- Hillfoot	20 mins	60 mins
444/ Stagecoach	Kilmarnock bus station- Hansel Village- Whitletts Cross- Ayr College- Ayr bus station	40 mins	No Service

Ayrshire Roads Alliance have developed proposals to re-route bus services through the Ayrshire College and University of the West of Scotland campuses. The proposals include the provision of bus stops at various locations along the extents of the Ayrshire College access road, with the bus stops to the west of University Avenue equipped with a shelter. As part of the proposals, pedestrian crossing facilities will be installed on the

access road, in close proximity to the junction with Station Road in order to provide a safer environment for pedestrians accessing the campus. Details of the services to be re-routed have yet to be determined.

Ayr bus station and Burns Statue Square, located within the town centre approximately 1100m and 650m west of Ayr campus, respectively provide access to a number of additional bus services. This equates to approximate walking times of 13 and 7 minutes respectively.

Services from the bus station and Burns Statue Square serve various destinations along the west coast including Girvan, Greenock, Ardrossan and Stranraer as well as services north to Glasgow and south to Dumfries. Table 2.3 provides an overview of services from Ayr bus station and Burns Statue Square.

**Table 2.3: Overview of bus services, routes and frequencies from Ayr**

Service Number	Route	Frequency
		Monday- Saturday
A1	Ayr (The Loaning to town centre)	15 mins
A2	Ayr Circular	15 mins
A3	Kincaidston to Whitletts	10 Services
A9	Masonhill to Doonfoot	30 mins
X16	Ayr to Hamilton	60 mins
X77	Ayr to Glasgow	30 mins
43	Ayr to New Cumnock	30 mins
45	Ayr to Drongan	30 mins
47	Ayr to Rankinston	90 mins
48	Ayr to Cumnock	60 mins
52	Ayr to Dalmellington	20 mins
57	Ayr to Maybole	60 mins
58/60	Ayr to Girvan	60 mins
246	Ayr to Dumfries	5 Services
361	Dunure to Ayr	60 mins

### 2.2.5 Rail

Ayr railway station is located 600m south-west of Ayr campus equating to a 7 minute walk. The station lies on the Stranraer/Girvan to Glasgow Central line. Table 2.4 illustrates rail frequencies from Ayr.

**Table 2.3: Rail frequencies from Ayr**

To / from	Monday-Saturday Frequency
Glasgow Central	30 mins
Girvan	15 Services
Stranraer	6 Services
Kilmarnock	10 Services

Rail interchange is available from Kilwinning for additional services to Ardrossan and Largs.

The railway station is staffed part time, equipped with CCTV and real time travel information. Cycle parking facilities are also provided. Rail is also a good option for inter-campus travel.

### 2.2.6 Local Road Network

The Ayr campus is located to the east of the A79 and B747, both routes provide local access to Ayr, neighbouring settlements and the region's strategic routes, namely the A77. To the south of Ayrshire College, the A70 provides a strategic link from Ayr town centre eastwards towards Edinburgh.

### 2.2.7 Parking, Company Vehicles and Deliveries

Existing parking at Ayr campus is split into two distinctive sections, the first to the rear of the main building, the second to the front of the main building. Both car parks are surfaced and accommodate formal parking bays, with the front car park accommodating 209 spaces, including 9 disabled parking spaces, 2 visitor spaces and 3 motorbike spaces..

In the rear car park some 247 marked spaces are provided. A total of 8 spaces have been allocated for disabled users. Visiting drivers are directed to the rear car park, however spaces are not specifically segregated.

10 car sharing spaces are designated to the rear of the main building, for those registered with the College's journeyshare scheme. More detail on journeyshare is provided in Chapter 6.

Approximately 250 servicing/delivery movements per week are noted at Ayr campus.

## 2.3 Kilwinning Campus

The Kilwinning campus is located in the heart of Kilwinning town centre, bounded to the north by Kilwinning Academy, to the east by residential land use, to the south by the A737 and the main shopping area, and to the west by the A737 and residential land use. The campus comprises of a main teaching building.

A total of 2,325 students are based at the Kilwinning campus. There are approximately XXXX car parking spaces (formal and informal).

### 2.3.1 Reducing the Need to Travel

The Kilwinning campus has a number of facilities on site, all of which reduce the need to travel away from the site during the college day. Facilities include a café and tele-video conferencing facilities.

Notwithstanding this, the campus is located within the heart of Kilwinning town centre and only a short walk from the main shopping street, where further amenities and facilities are available, which also provides an excellent incentive to reduce the need to travel by car for short trips during college hours.

### 2.3.2 Walking

Given that the Kilwinning campus is located within the town centre, it is well placed to take advantage of a number of existing walking routes which provide links to neighbouring residential areas, Kilwinning railway station and the town centre shopping precinct. The routes within the town centre and surrounding the campus are well lit with appropriate crossing facilities and dropped kerb provisions. Table 2.8 illustrates approximate walk distances and times to key amenities and facilities from Kilwinning Campus.

Table 2.8: Walk distances and times from Kilwinning Campus to key facilities

Facility / amenity	Approximate distance	Approximate walk time
A737 bus stops	200m	2 minutes
Kilwinning central shopping centre	250m	3 minutes
Kilwinning railway station	750m	10 minutes

Within the campus, footpaths are well lit with CCTV operations in place. Ramp accesses are provided at the main building access points. Appropriate way-finding signage is also provided for pedestrians.

### 2.3.3 Cycling

Kilwinning campus is located approximately 300m east of National Cycle Route 7 (NCR 7), equating to an approximate 2 minute cycle time. NCR 7 is a trafficked and traffic free route from Carlisle to Glasgow.

Campbell, Joseph 2/2/2016 16:38

Comment [1]: Ayrshire College to confirm.

Onsite cycling infrastructure consists of six uncovered cycle racks located to the east of the building, which accommodates 12 spaces.

#### 2.3.4 Bus

Kilwinning campus is ideally located to benefit from a number of strategic and local bus services which operate at high frequencies along the A737. Bus stops along the A737 are 200m from the main campus building equating to a 2 minute walk. Table 2.9 illustrates bus services, routes and frequencies on the A737.

Bus stops within the vicinity of the campus, along the A737, are equipped with bus flags, shelters and timetable information.

Services from Station Road are of a good frequency and serve Ayr bus station, Kilmarnock bus station, Hayhill and Hillfoot. Kilmarnock bus station is an approximate 30 minute journey from the campus.

Table 2.9: Overview of bus services, routes and frequencies from A737 (opposite campus)

Service	Route	Frequency	
		Monday-Saturday	Sunday
11	Kilmarnock – Irvine – Kilwinning- Ardrossan	10 mins	30 mins
27	Irvine- Kilwinning Whitehirst Park	60 mins	-
X34 / X36	Irvine- Kilwinning- Glasgow	60 mins	60 mins

#### 2.3.5 Rail

Kilwinning railway station is located 750m west of the Kilwinning campus equating to a 10 minute walk. The station lies on the Glasgow to Carlisle line via Dumfries. Table 2.10 summarises the various destinations from the station, along with typical journey times and frequencies.



Table 2.10: Overview of train destinations, frequencies and journey times from Kilwinning railway station

Destination	Typical Frequency (mins)	Typical Journey Time (mins)
Ardrossan	30 mins	13 mins
Ayr	15 mins	28 mins
Barassie	15 mins	8 mins
Dalry	20 mins	4 mins
Fairlie	30 mins	20 mins
Glasgow Central	15 mins	38 mins
Glengarnock	30 mins	8 mins
Howwood	30 mins	17 mins
Irvine	15 mins	4 mins
Johnstone	30 mins	22 mins
Largs	30 mins	25 mins
Lochwinnoch	30 mins	13 mins
Milken Park	30 mins	19 mins
Paisley	15 mins	27 mins
Prestwick Airport	15 mins	16 mins
Prestwick	15 mins	20 mins
Saltcoats	30 mins	7 mins
Stevenston	30 mins	4 mins
Troon	15 mins	12 mins
West Kilbride	30 mins	15 mins

The station is staffed full time, equipped with CCTV, real time travel information and cycle parking facilities.

The wide range of available destinations and frequency of services offers staff, students and visitors a significant and sustainable option for travel to the campus. Rail is also a good option for inter-campus travel.

### 2.3.6 Local Road Network

The Kilwinning campus is located to the immediate north of the A737 which provide access to the south of Kilwinning and the A78, which is a strategic route to Irvine, Ardrossan and Kilmarnock. The A737 also provides access to the north of Kilwinning and a strategic route to the M8 at Glasgow Airport via Dalry, Beith and Johnstone.

### 2.3.7 Parking

Car parking for the Kilwinning campus comprises of XXX spaces including XX accessible parking bays.

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Comment [2]: Ayrshire College to confirm.

### 3. Staff and Student Travel Surveys

#### 3.1 Introduction

An integral part of the successful development of this College wide Travel Plan is understanding the baseline travel conditions such as existing characteristics and travel trends over a number of years. This can include identifying demand by certain modes of transport, where people are travelling to and from, perceptions of travel and where focused improvements could be implemented.

As part of the 2010 Ayr College Travel Plan, a travel survey of staff and students was undertaken. The results of this survey indicated that approximately 76% of staff drove alone to work, 6% drove with passengers, 8% walked or cycled and 9% came by public transport. The survey confirmed that for staff, car driving was the most dominant mode of transport to work.

The student survey indicated that approximately 26% of students drove alone to work, 11% drove with passengers, 14% walked or cycled and 48% came by public transport. These results confirm that travel by sustainable modes is predominant among students travelling to college, with approximately 62% travelling by public transport, walking or cycling.

#### 3.2 Purpose and design of the 2014 travel survey

The purpose of the 2014 travel survey was to collect data regarding travel to work/education patterns and the willingness of staff and students to alter their travel behaviour. Furthermore given the merging of a number of colleges to form Ayrshire College, the survey provided an ideal opportunity to assess travel to work patterns across the different college campuses.

The travel survey was designed as an online survey to be completed by both staff and students. Emails were sent to all staff members and students by the Estates Department informing them of the travel survey and to encourage participation. A prize draw was also included in the travel survey, for both staff and students, to promote a greater response rate.

The results of the surveys are instrumental in developing effective travel planning measures for Ayrshire College as a whole and this chapter details the key survey findings.

Except for a few minor differences, the travel survey was the same for both staff and students and a copy of the staff and student survey is contained within Appendix 1. After the questions regarding the mode of travel respondents utilised during their most recent journey to the College, students were then asked if they intended to continue utilising this same mode of travel during term time: members of staff were not asked this question.

#### 3.3 Key findings

The following paragraphs provide a summary of the key findings of the 2014 Ayrshire College Staff and Student Travel Survey. The key findings and detailed analysis will be taken forward to develop recommendations for the advancement of a Travel Plan for Ayrshire College.

Where figures and percentages have been calculated these refer to the base responses for the individual question being examined.

The response rates for both the staff and student surveys are as follows:

- Staff - 26.3%; and
- Students - 3.4%

### 3.4 Main mode and distance travelled

Tables 3.1 to 3.3 illustrates staff and student's main mode of travel on their most recent journey to Ayrshire College. Table 3.1 provides an overview of main mode across Ayrshire College as a whole, while Tables 3.2 and 3.3 provide a breakdown of staff and student main mode by campus. The main mode is determined by the mode used to cover the greatest distance. For example if a staff member drives 2 miles to the train station, then travels 20 miles on the train, the main mode is the train.

**Table 3.1: Main mode of travel to Ayrshire College**

Transport Mode	Staff (%)	Student (%)
Foot	6.4	11.4
Bicycle	1	1.3
Public Bus	6.4	41.7
Train	4.4	10.3
Motorcycle	0.5	0.9
Taxi	0	1.7
Car passenger	4.4	7
Car driver with passengers	7.8	5
Car driver alone	68.6	20.1
Other	0.5	0.7

**Table 3.2: Staff main mode of travel to campuses**

Campus	Walk (%)	Cycle (%)	Public Bus (%)	Rail (%)	Motorcycle (%)	Car Passenger (%)	Car Driver with Passengers (%)	Car Driver Alone (%)
Ayr Campus	6.3	1.6	7.9	1.6	1.6	1.6	12.7	66.7
Craig Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
Cumnock Campus	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
Kilmarnock Campus	9.9	0.0	7.0	1.4	0.0	7.0	5.6	69.0
Kilwinning Campus	4.9	0.0	4.9	17.1	0.0	4.9	7.3	61.0
Largs Campus	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
Nethermains Campus	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
No fixed Campus (multi-campus)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
Townholm Campus	0.0	8.3	8.3	0.0	0.0	8.3	8.3	66.7
<b>Total</b>	<b>6.4</b>	<b>1.0</b>	<b>6.4</b>	<b>4.4</b>	<b>0.5</b>	<b>4.4</b>	<b>7.9</b>	<b>69.0</b>

Table 3.3: Student main mode of travel to campuses

<b>Campus</b>	<b>Walk (%)</b>	<b>Cycle (%)</b>	<b>Public Bus (%)</b>	<b>Rail (%)</b>	<b>Motorcycle (%)</b>	<b>Taxi (%)</b>	<b>Car Passenger (%)</b>	<b>Car driver with passenger (%)</b>	<b>Car driver alone (%)</b>
Ayr Campus	10.9	1.6	32.8	17.5	1.6	0.0	6.6	3.8	24.0
Craig Centre	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Cumnock Campus	0.0	50.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0
Kilmarnock Campus	11.8	0.5	47.7	4.6	0.5	1.5	6.7	6.2	18.5
Kilwinning Campus	8.2	0.0	32.7	12.2	0.0	10.2	10.2	8.2	16.3
Largs Campus	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
Townholm Campus	18.5	0.0	63.0	0.0	0.0	0.0	7.4	0.0	11.1
<b>Total</b>	<b>11.3</b>	<b>1.3</b>	<b>41.3</b>	<b>10.2</b>	<b>0.9</b>	<b>1.7</b>	<b>6.9</b>	<b>5.0</b>	<b>19.9</b>

Table 3.2 illustrates that for staff across all campuses, car driving has the greatest mode share percentage and in some of the more remote campuses, where sustainable travel options are limited such as Craig Centre, Nethermain, Largs and Cumnock, the staff car driving mode share is 100%. Staff travel by public transport is 25% at the highly accessible Kilwinning campus and only 10% at the Ayr campus, which is also well served by public transport. Interestingly the staff rail mode share at the Ayr campus has reduced from 5% to 1.6% since 2010.

Table 3.3 illustrates that for students across all campuses, public transport has the greatest mode share percentage, with the exception of the Largs campus where 100% of students drive. Student travel by walking and cycling averages around 12% over all campuses.

Tables 3.4 and 3.5 illustrate the main mode of travel used by staff and students, respectively cross referenced with total distance travelled.

Table 3.4: Staff main mode by total distance travelled

<b>Transport Mode</b>	<b>Under 2 Miles (%)</b>	<b>2 miles or over, but under 5 miles (%)</b>	<b>5 miles or over, but under 10 miles (%)</b>	<b>10 miles or over, but under 15 miles (%)</b>	<b>15 miles or over, but under 25 miles (%)</b>	<b>25 miles or over, but under 50 miles (%)</b>	<b>Over 50 miles (%)</b>
Walk	45.0	9.8	0.0	0.0	0.0	0.0	0.0
Cycle	0.0	2.4	2.8	0.0	0.0	0.0	0.0
Public Bus	10.0	12.2	2.8	4.8	8.5	0.0	0.0
Rail	0.0	0.0	0.0	4.8	4.3	18.2	0.0
Motorcycle	0.0	0.0	0.0	0.0	0.0	3.0	0.0
Taxi	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Car passenger	10.0	7.3	5.6	0.0	2.1	3.0	0.0
Car driver with passengers	0.0	7.3	8.3	9.5	12.8	3.0	0.0
Car driver alone	35.0	58.5	80.6	81.0	72.3	72.7	100.0
Other	0.0	2.4	0.0	0.0	0.0	0.0	0.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 3.5: Student main mode by total distance travelled

Transport Mode	Under 2 miles (%)	2 miles or over, but under 5 miles (%)	5 miles or over, but under 10 miles (%)	10 miles or over, but under 15 miles (%)	15 miles or over, but under 25 miles (%)	25 miles or over, but under 50 miles (%)	Over 50 miles (%)
Walk	62.5	12.3	0.0	1.5	0.0	0.0	0.0
Cycle	0.0	4.6	1.2	1.5	1.0	0.0	0.0
Public Bus	15.6	47.7	55.6	53.0	35.7	37.8	7.1
Rail	0.0	0.0	7.4	6.1	19.4	29.7	35.7
Motorcycle	1.6	0.0	0.0	0.0	1.0	2.7	7.1
Taxi	1.6	3.1	1.2	3.0	2.0	0.0	0.0
Car passenger	9.4	10.8	9.9	4.5	4.1	0.0	7.1
Car driver with passengers	1.6	3.1	3.7	4.5	11.2	5.4	0.0
Car driver alone	7.8	18.5	17.3	25.8	25.5	24.3	42.9
Other	0.0	0.0	3.7	0.0	0.0	0.0	0.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Of the staff respondents and including all campuses, 45% of those travelling to Ayrshire College for a single journey distance of 2 miles or less do so on foot, with 45% in a car as a driver or passenger. For a journey distance over 2 miles but under 5 miles, 73.1% travel by motorised means, with 9.8% walking and 2.4% cycling.

For distances over 5 miles car driving is the dominant travel mode share, with bus and rail becoming more prevalent.

Of the student responses 62.5% of those travelling less than 2 miles to Ayrshire College do so on foot. Of those travelling more than 2 miles but less than 5 miles, 47.7% get the bus.

Motorised travel accounts for 35.5% of students travelling less than 5 miles but more than 2 miles and 20.4% of those travelling 2 miles or less to Ayrshire College.

For journeys over 2 miles but under 50 miles the bus is the dominant travel choice for students and of those travelling over 50 miles, the train is dominant.

### 3.5 Reasons for Driving to Work

Table 3.6: Staff reasons for travelling by car

Transport Mode	It is the quickest (%)	It is the cheapest (%)	It is the most comfortable (%)	It requires the least effort (%)	I have a disability which makes it necessary (%)	For business use (%)	Dropping off/collecting children, caring/ other commitments (%)	Environmental reasons (%)	Health/exercise reasons (%)	Personal safety (%)	No Alternative (%)
Car driver alone	44.1	8.5	9.7	5.9	2.5	4.7	13.6	0.0	0.4	1.7	6.8
Car driver with passengers	34.6	11.5	7.7	0.0	0.0	3.8	30.8	3.8	0.0	0.0	7.7
<b>Total</b>	<b>43.1</b>	<b>8.8</b>	<b>9.5</b>	<b>5.3</b>	<b>2.3</b>	<b>4.6</b>	<b>15.3</b>	<b>0.4</b>	<b>0.4</b>	<b>1.5</b>	<b>6.9</b>

Table 3.7: Student reasons for travelling by car

Transport Mode	It is the quickest (%)	It is the cheapest (%)	It is the most comfortable (%)	It requires the least effort (%)	I have a disability which makes it necessary (%)	For business use (%)	Dropping off/collecting children, caring/ other commitments (%)	Environmental reasons (%)	Health/exercise reasons (%)	Personal safety (%)	No Alternative (%)
Car driver alone	44.4	6.3	19.4	9.0	2.8	0.0	9.7	0.0	0.0	2.8	1.4
Car driver with passengers	44.2	18.6	14.0	4.7	0.0	2.3	11.6	0.0	0.0	2.3	0.0
<b>Total</b>	<b>44.4</b>	<b>9.1</b>	<b>18.2</b>	<b>8.0</b>	<b>2.1</b>	<b>0.5</b>	<b>10.2</b>	<b>0.0</b>	<b>0.0</b>	<b>2.7</b>	<b>1.1</b>

The most popular reason, for both staff and students, travelling by car to the Ayrshire College campuses is the belief that it represents the quickest mode of transport. This is often perception biased and it could be that, with more information about the alternatives to the car, sustainable travel modes could be seen as more convenient, even if it is just for travel for one day a week for example.

Childcare commitments also figured highly as a reason for travelling by car, especially among staff, while a high percentage of staff and students also considered travel by car to be more comfortable. Making information available about public transport and even offering ‘test’ trips could confirm that travel by public transport is also a comfortable way to travel.

### 3.6 Car parking

Of those travelling to Ayrshire College by car either as the driver or who share responsibility for driving 93.5% of staff and 79.1% of students park in a College car park. 18.3% of students park on street and 2.6% park in a public car park or another location.

A total of 0.6% of staff park in either a public car park or an 'Other' parking location, with 5.8% parking on-street.

### 3.7 Encouraging Car Sharing

Staff and student survey participants were asked if they would consider some form of car sharing, which allows an individual to match their trip with others travelling the same journey, hence reducing car costs, congestion and pollution. This is not necessarily restricted to private car trips and can include taxi and sustainable travel journeys.

**Table 3.8: Staff considering car sharing by campus**

<b>Campus</b>	<b>Yes (%)</b>	<b>No (%)</b>
Ayr Campus	45.2	54.8
Craig Centre	0.0	100.0
Cumnock Campus	50.0	50.0
Kilmarnock Campus	50.8	49.2
Kilwinning Campus	52.8	47.2
Largs Campus	40.0	60.0
Nethermains Campus	66.7	33.3
No fixed Campus (multi-campus)	60.0	40.0
Townholm Campus	54.5	45.5
<b>Total</b>	<b>49.5</b>	<b>50.5</b>

**Table 3.9: Students considering car sharing by campus**

<b>Campus</b>	<b>Yes (%)</b>	<b>No (%)</b>
Ayr Campus	43.9	56.1
Craig Centre	50.0	50.0
Cumnock Campus	50.0	50.0
Kilmarnock Campus	41.3	58.7
Kilwinning Campus	39.5	60.5
Largs Campus	0.0	100.0
Townholm Campus	46.2	53.8
<b>Total</b>	<b>42.5</b>	<b>57.5</b>

Of staff responses, across Ayrshire College as a whole, a healthy 49.5% would consider car sharing, while 42.5% of students would consider car sharing.



Table 3.10: Measures that would encourage staff to car share

Campus	Help in finding car share partners with similar travel patterns (%)	Incentives for car sharers (%)	Preferential parking (%)	Guaranteed ride home scheme (%)	Nothing would encourage me to car share (%)
Ayr Campus	27.2	17.3	9.9	7.4	34.6
Craig Centre	0.0	0.0	0.0	0.0	100.0
Cumnock Campus	50.0	0.0	0.0	0.0	0.0
Kilmarnock Campus	25.6	14.6	13.4	13.4	26.8
Kilwinning Campus	27.8	22.2	11.1	16.7	18.5
Largs Campus	0.0	20.0	0.0	0.0	60.0
Nethermains Campus	66.7	0.0	0.0	0.0	33.3
No fixed Campus (multi-campus)	60.0	0.0	0.0	0.0	40.0
Townholm Campus	50.0	7.1	7.1	7.1	21.4
<b>Total</b>	<b>28.7</b>	<b>16.2</b>	<b>10.5</b>	<b>10.9</b>	<b>28.3</b>

Table 3.11: Measures that would encourage students to car share

Campus	Help in finding car share partners with similar travel patterns (%)	Incentives for car sharers (%)	Preferential Parking (%)	Guaranteed ride home scheme (%)	Nothing would encourage me to car share (%)
Ayr Campus	24.5	11.1	6.3	20.2	36.5
Craig Centre	20.0	20.0	20.0	0.0	40.0
Cumnock Campus	33.3	11.1	11.1	33.3	11.1
Kilmarnock Campus	22.3	10.7	13.0	10.7	35.3
Kilwinning Campus	22.0	10.2	11.9	13.6	32.2
Largs Campus	0.0	0.0	0.0	0.0	100.0
Townholm Campus	35.7	0.0	0.0	14.3	35.7
<b>Total</b>	<b>24.0</b>	<b>10.3</b>	<b>9.5</b>	<b>15.2</b>	<b>35.2</b>

Of the factors / measures that would encourage staff and students to car share, help with finding appropriate car sharing partners is the most popular, with 28.7% of staff and 24% of students selecting this.

### 3.8 Encouraging sustainable travel

Tables 3.12-3.17 illustrate potential travel planning measures to ascertain which measures would be most effective in attempting to alter staff and student travel behaviour towards more sustainable modes.

Table 3.12: Measures that would encourage staff to take public transport

Campus	Up-to-date travel information on times, routes and fares (%)	More secure/ better waiting areas (%)	More bus stops (%)	More frequent bus or rail services (%)	Discounted tickets/passes for public transport (%)	Nothing would encourage me to use public transport for my journey (%)
Ayr Campus	10.6	2.4	4.7	24.7	18.8	29.4
Craig Centre	0.0	0.0	33.3	33.3	33.3	0.0
Cumnock Campus	16.7	16.7	16.7	16.7	16.7	16.7
Kilmarnock Campus	9.1	6.8	4.5	22.7	28.4	21.6
Kilwinning Campus	6.1	8.2	2.0	18.4	34.7	22.4
Largs Campus	0.0	0.0	0.0	16.7	16.7	33.3
Nethermains Campus	0.0	0.0	0.0	0.0	0.0	100.0
No fixed Campus (multi-campus)	14.3	0.0	0.0	14.3	14.3	42.9
Townholm Campus	13.3	20.0	0.0	20.0	13.3	33.3
<b>Total</b>	<b>9.2</b>	<b>6.1</b>	<b>4.2</b>	<b>21.8</b>	<b>24.4</b>	<b>26.3</b>

Table 3.13: Measures that would encourage students to take public transport

Campus	Up-to-date travel information on times, routes and fares (%)	More secure/ better waiting areas (%)	More bus stops (%)	More frequent bus or rail services (%)	Discounted tickets/passes for public transport (%)	Nothing would encourage me to use public transport for my journey (%)
Ayr Campus	15.4	8.3	7.1	18.8	30.8	15.0
Craig Centre	0.0	33.3	0.0	66.7	0.0	0.0
Cumnock Campus	28.6	0.0	14.3	28.6	28.6	0.0
Kilmarnock Campus	16.3	6.9	8.1	15.4	29.7	15.4
Kilwinning Campus	21.7	10.1	10.1	13.0	20.3	20.3
Largs Campus	0.0	0.0	0.0	0.0	0.0	100.0
Townholm Campus	21.4	9.5	9.5	14.3	23.8	11.9
<b>Total</b>	<b>16.9</b>	<b>8.1</b>	<b>8.1</b>	<b>16.8</b>	<b>28.5</b>	<b>15.5</b>

Table 3.12 highlights that the most popular measure to encourage staff travel by public transport across Ayrshire College as a whole is discounted tickets/passes, followed by more frequent public transport services.

Similarly, Table 3.13 highlights that the most popular measure to encourage student travel by public transport across Ayrshire College as a whole is also discounted tickets/passes, followed by more frequent public transport services.

Table 3.14: Measures that would encourage staff to cycle

Campus	Improved shower/ changing facilities (%)	More locker and storage facilities (%)	Better/Safe Cycle Routes (%)	Improved lighting/ security on route (%)	Improved cycle parking on site (%)	Improved security on site (%)	A cycle buddy or group (%)	More information on cycle routes, parking and facilities (%)	Bicycle confidence training (%)	On site/ nearby bicycle repair service (%)	Discount on bicycle related accessories (%)	Nothing would encourage me to cycle (%)
Ayr Campus	18.6	15.7	12.7	2.0	2.9	2.0	1.0	2.9	0.0	3.9	6.9	23.5
Craig Centre	33.3	33.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cumnock Campus	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
Kilmarnock Campus	13.4	12.4	10.3	6.2	6.2	5.2	0.0	2.1	1.0	2.1	6.2	29.9
Kilwinning Campus	15.3	11.9	8.5	1.7	10.2	0.0	3.4	3.4	0.0	3.4	1.7	30.5
Largs Campus	25.0	0.0	25.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethermains Campus	16.7	16.7	0.0	0.0	16.7	0.0	16.7	0.0	0.0	0.0	16.7	0.0
No fixed Campus (multi-campus)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	80.0
Townholm Campus	16.0	20.0	8.0	12.0	12.0	4.0	0.0	4.0	0.0	4.0	8.0	8.0
<b>Total</b>	<b>15.9</b>	<b>13.9</b>	<b>10.6</b>	<b>4.3</b>	<b>6.3</b>	<b>2.6</b>	<b>1.3</b>	<b>2.6</b>	<b>0.3</b>	<b>3.0</b>	<b>5.6</b>	<b>25.8</b>

Table 3.15: Measures that would encourage students to cycle

Campus	Improved shower/ changing facilities (%)	More locker and storage facilities (%)	Better/ safer cycle routes (%)	Improved lighting/ security on route (%)	Improved cycle parking on site (%)	Improved security on site (%)	A cycle buddy or group (%)	More information on cycle routes, parking and facilities (%)	Bicycle confidence training (%)	On site/ nearby bicycle repair service (%)	Discount on bicycle related accessories (%)	Nothing would encourage me to cycle (%)
Ayr Campus	6.3	8.7	9.9	2.4	5.6	2.8	2.0	2.4	0.4	2.8	3.6	39.7
Arraig Centre	20.0	0.0	0.0	20.0	0.0	20.0	0.0	20.0	0.0	0.0	0.0	0.0
Bumnock Campus	11.1	22.2	0.0	11.1	22.2	0.0	0.0	0.0	11.1	0.0	0.0	22.2
Clonmarnock Campus	4.8	5.7	9.6	3.0	5.7	4.8	2.6	2.6	1.3	2.6	5.2	37.4
Clonwinning Campus	4.6	9.2	6.2	3.1	7.7	9.2	4.6	3.1	6.2	0.0	1.5	32.3
Clonrods Campus	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
Clonholm Campus	4.9	9.8	12.2	2.4	9.8	4.9	2.4	2.4	2.4	7.3	7.3	22.0
Total	5.6	7.8	9.3	3.0	6.3	4.5	2.5	2.7	1.7	2.7	4.1	36.3

Table 3.14 illustrates that the most popular measure to encourage staff cycling to work across Ayrshire College as a whole is improved shower and changing facilities, followed by more locker and storage facilities. Better / safer cycle routes also rate as a popular measure that would encourage more staff to cycle to work.

As detailed within Table 3.15, students have different priorities when it comes to measures to encourage them to cycle to college. Better / safer cycle routes rate as the most important measure, followed by more locker and storage facilities. Improved cycle parking on site also rate as a popular measure that would encourage students to cycle to work.

Table 3.16: Measures that would encourage staff to walk

Campus	Improved showers/changing facilities (%)	More lockers and storage facilities (%)	Safer crossing facilities on route (%)	Improved lighting and security on route (%)	A walking buddy or group (%)	More information on pedestrian routes (%)	Nothing would encourage me to walk (%)
Ayr Campus	15.8	15.8	2.6	5.3	1.3	1.3	40.8
Craig Centre	0.0	0.0	0.0	0.0	0.0	0.0	100.0
Cumnock Campus	0.0	0.0	0.0	0.0	0.0	0.0	50.0
Kilmarnock Campus	13.7	8.2	4.1	11.0	4.1	2.7	38.4
Kilwinning Campus	11.4	13.6	4.5	0.0	4.5	9.1	36.4
Largs Campus	20.0	0.0	0.0	0.0	0.0	0.0	20.0
Nethermains Campus	25.0	25.0	0.0	0.0	0.0	0.0	50.0
No fixed Campus (multi-campus)	16.7	0.0	0.0	0.0	16.7	0.0	50.0
Townholm Campus	31.6	21.1	0.0	21.1	5.3	0.0	10.5
<b>Total</b>	<b>15.7</b>	<b>12.6</b>	<b>3.0</b>	<b>7.0</b>	<b>3.5</b>	<b>3.0</b>	<b>37.0</b>

Table 3.17: Measures that would encourage students to walk

Campus	Improved showers/changing facilities (%)	More lockers and storage facilities (%)	Safer crossing facilities on route (%)	Improved lighting and security on route (%)	A walking buddy or group (%)	More information on pedestrian routes (%)	Nothing would encourage me to walk (%)
Ayr Campus	7.1	14.7	9.5	1.9	4.7	3.3	45.0
Craig Centre	25.0	0.0	25.0	0.0	0.0	25.0	25.0
Cumnock Campus	0.0	14.3	14.3	14.3	14.3	14.3	28.6
Kilmarnock Campus	4.6	12.8	6.6	5.1	8.2	6.6	39.8
Kilwinning Campus	5.3	10.5	10.5	5.3	10.5	7.0	40.4
Largs Campus	0.0	0.0	0.0	0.0	0.0	0.0	100.0
Townholm Campus	3.4	13.8	3.4	3.4	6.9	3.4	44.8
<b>Total</b>	<b>5.7</b>	<b>13.3</b>	<b>8.3</b>	<b>3.8</b>	<b>6.9</b>	<b>5.3</b>	<b>42.2</b>

Table 3.16 confirms that the most popular measure to encourage staff to walk to work across Ayrshire College as a whole is improved shower and changing facilities, followed by more locker and storage facilities. Improved lighting and security on route also rate as a popular measure that would encourage more staff to walk to work.

As detailed within Table 3.17, students have different priorities when it comes to measures to encourage them to walk to college. More lockers and storage facilities rate as the most important measure, followed by safer crossing facilities on route. Walking to college as part of a group or with a walking buddy also rates as a popular measure that would encourage students to walk to college.

### 3.9 Conclusions

As part of the 2014 Ayrshire College Travel Plan, a travel survey of staff and students was undertaken. The results of this survey indicated that approximately 68.6% of staff drove alone to work, 7.8% drove with passengers, 7.4% walked or cycled and 10.8% came by public transport. The survey confirmed that for staff, car driving was the most dominant mode of transport to work.

The student survey indicated that approximately 20.1% of students drove alone to work, 5% drove with passengers, 12.7% walked or cycled and 52% came by public transport. These results confirm that travel by sustainable modes is predominant among students travelling to college, with approximately 65% travelling by public transport, walking or cycling.

The results of the travel survey provide an excellent tool to direct travel planning measures to ensure their effectiveness and the measures illustrated in Chapter 6 take cognisance of these results.

## **4. Aim, Objectives and Targets**

### **4.1 Aim**

The aim of the Travel Plan is to reduce the environmental impact of car-based travel resulting from Ayrshire College's operations by encouraging the use of more sustainable methods of transport.

### **4.2 Objectives**

The objectives are to:

- improve transport infrastructure and access for all in the short and long term;
- promote and encourage active travel;
- promote and increase public transport use; and
- reduce the need for unnecessary travel

### **4.3 Mode Share Targets**

The draft mode share targets are based on the results of the travel surveys that were carried out in early 2014 and while the targets for reducing single occupancy car travel are ambitious, the accessible location of the key college campuses coupled with appropriate implementation and marketing of the Travel Plan measures, will ensure that the mode share targets are achievable. These are set out in Tables 4.1 and 4.2 together with draft targets for 2016, 2018, 2020 and 2022.

Table 4.4: Ayrshire College Staff Mode Share Targets

<b>Target</b>	<b>Baseline 2014 %</b>	<b>2016 Interim Target %</b>	<b>2018 Interim Target %</b>	<b>2020 Interim Target %</b>	<b>2022 Target 2022 %</b>
Car, as the driver	68.6	63.6	58.6	53.6	48.6
Car sharing	12.2	13.2	14	15	16
Motorcycle	0.5	0.5	0.5	0.5	0.5
Walking	6.4	8	9.6	10.7	11.9
Cycling	1	2	3	4	5
Public transport	10.8	12.3	14	16	18
Other	0.5	0.4	0.3	0.2	0

Table 4.2: Ayrshire College Student Mode Share Targets

<b>Target</b>	<b>Baseline 2014 %</b>	<b>2016 Interim Target %</b>	<b>2018 Interim Target %</b>	<b>2020 Interim Target %</b>	<b>2022 Target 2022 %</b>
Car, as the driver	20.1	19.1	18	17	15
Car sharing	13.6	13.8	14	14.2	14.5
Motorcycle	0.9	0.8	0.7	0.6	0.5
Walking	11.4	12	12.5	12.9	13.5
Cycling	1.3	1.5	2	2.3	3
Public transport	52	52.3	52.7	53	53.5
Other	0.7	0.5	0.1	0	0

Surveys will be carried out every 2 years to monitor progress.



## 5. Travel Plan Management

### 5.1 Introduction

It is important that this Travel Plan is seen as a living document that is regularly reviewed and evolves over time to take account of changing circumstances; successes and failures; new initiatives and input from key stakeholders and those affected by its implementation.

### 5.2 Travel Plan Coordinator

The Travel Plan Coordinator is Head of Estates and Facilities at Ayrshire College who will be responsible for the management of the Travel Plan across all campuses. The remit includes the following:

- Implement the travel plan measures
- Liaise with key stakeholders to review and improve access by sustainable transport
- Promote the Travel Plan and its contents to staff and students of Ayrshire College
- Ensure the provision of sustainable travel information
- Review car parking and cycle parking facilities on a regular basis
- Monitor and report on the Travel Plan to the local authorities

### 5.3 Travel Plan Forum

It is important that there is senior management support for the Travel Plan and that relevant staff are involved in its development to ensure ownership and effective implementation. This would include staff from Operations, Estates, HR, Finance and Marketing as well as a member of senior management to demonstrate that there is support for the Travel Plan from Ayrshire College. Furthermore it would be beneficial to have student representation on the forum.

To achieve this, a Travel Plan Forum will be established and will meet quarterly. The meetings will be chaired by the Travel Plan Coordinator. Stakeholders would be invited to attend, where appropriate. This could include local authorities, public transport operators, Sustrans etc. The members of the Travel Plan Forum will be responsible for contributing to the Travel Plan, for supporting and facilitating the implementation of the measures and for monitoring and reviewing it.

## 6. Travel Plan Measures/Action Targets

### 6.1 Introduction

The following paragraphs set out a package of measures which will be or could be implemented at Ayrshire College to encourage sustainable travel and to work towards the achievement of Travel Plan objectives highlighted in Chapter 5. Some of the measures identified within this chapter have already been implemented as part of the 2010 Ayr College Travel Plan, however given that these relate to the Ayr and Cumnock campuses only, there is a requirement to roll out certain measures to all college campuses. Furthermore, this Travel Plan represents a good opportunity to build on the success of the 2010 Travel Plan and ensure that successful measures continue to be taken forward.

Any Travel Plan must be realistic in the measures it promotes. Altering travel behaviour is more subjective than merely providing a bus stop and insisting people use it. A package of measures is therefore required which could include: providing a bus stop shelter, ensuring the timetable and frequency is appropriate, ensuring users can access the bus stop safely and that it fits the needs of those with mobility concerns, providing individuals with bus information including routes, timetable and cost and considering bus interchange. It is often the case that measures fall out with the remit of an organisation such as Ayrshire College and cross over to other stakeholders, thus highlighting the importance of the Travel Plan Forum.

A Travel Plan should be viewed as a behavioural change document, for example, it is not feasible to expect new staff / students to automatically swap the car for sustainable travel every day upon the Travel Plan launch. Instead the Travel Plan and the package of measures should be designed to alter behaviour gradually. By providing individuals with the necessary hard infrastructure and soft promotional measures gives staff and students the necessary tools to make their own travel choices.

The focus of measures will be varied with some specifically related to staff, some related to students and some related to visitors. User group applicability is defined by a ✓ in the following tables where measures have been subdivided into a package to meet the four Travel Plan objectives.

As highlighted previously, Travel Plan measures should be packaged to ensure the greatest success, this is also true of the Objectives. The nature of Ayrshire College's Principles and Objectives are all encompassing, therefore it is essential implementation is across the board and not Objective specific.

### 6.2 Marketing and Travel Information

Effective communication about the options for travelling to Ayrshire College is essential. This will aim to raise awareness of the various travel options and the benefits of travelling in a sustainable way. Information about the different ways to reach each of Ayrshire College's campuses will be made easily available to enable staff and students to make informed travel choices.

The Ayrshire College website will be an important means of providing travel information. A Travel Options Leaflet, similar to what was prepared as part of the 2010 Ayr College Travel Plan, will be produced for all campuses and will be made available in hard copy and electronic formats. It will be available for download on the Ayrshire College website and updated regularly.

For new staff or those staff that are transferred to another campus, it will be important that information detailing the sustainable travel options and the benefits of using them will be provided to them as part of their induction process. The provision of personal journey plans will also be available on request to all staff.

There will be regular events to raise awareness of on-site facilities, including participation in any events such as Bike Week and events organised by local authorities, public transport providers and SPT to promote sustainable travel. A re-launch of the Travel Plan, encompassing all Ayrshire College campuses and building on the success of the 2010 Travel Plan launch, will help to raise awareness of travel options among staff and students.

**Table 6.1: Marketing and Travel Information**

<b>Measures</b>	<b>For Staff</b>	<b>For Students</b>
Improve the transport information provided on the Ayrshire College website / intranet and on noticeboards at each campus.	✓	✓
Produce a Travel Options Leaflet, similar to that provided as part of the 2010 Ayr College Travel Plan, and display it on the Ayrshire College website / intranet and on noticeboards at each campus.	✓	✓
Provide new students and staff members with travel options leaflet upon joining / enrolment.	✓	✓
Hold a launch event in the form of a travel roadshow, similar to that undertaken as part of the 2010 Ayr College Travel Plan, involving key stakeholders including bus operators and Abellio Scotrail.	✓	✓

**6.3 Objective 1**

**Improve transport infrastructure and access for all in the short and long term**

Table 6.2 illustrates measures designed to improve transport infrastructure and access for Ayrshire College users. It is important to recognise that these measures need to adapt to long term change. Measures are segregated by active travel, public transport, car management and more general categories relating to Ayrshire College operations.

Table 6.2: Objective 1 Travel Plan measures

Measures	For Staff	For Students	For Visitors
<b>Active Travel</b>			
Review cycleways and footpaths in the immediate vicinity of all College campuses to assess surfacing, safety and so forth. Inform the relevant local authorities of any instances of poor pedestrian and cyclist infrastructure.	✓	✓	✓
Review and seek to upgrade any poor internal footpaths including for appropriate crossing points and street lighting around all campuses.	✓	✓	✓
Through the Travel Plan Forum work with key stakeholders to ensure future town/region cycle and walking infrastructure projects can be accessible to staff, students and visitors (where applicable).	✓	✓	✓
Review existing cycle space provision, location and safety. Cycle parking provision should be increased at all campuses, with priority given to the Kilwinning and Cumnock campuses.	✓	✓	✓
<b>Public Transport</b>			
Maintain the shuttle bus for students to Craig Centre, Nethermains and Largs campuses.		✓	
Through the Travel Plan Forum, ensure that any new bus services or bus infrastructure proposed in the vicinity of any college campus is suitable for College users, considering aspects such as user disabilities, timetabling and staff/student home locations.	✓	✓	✓
<b>Car Parking</b>			
Review all Ayrshire College car parks to ascertain their operations. Undertake a high level review of car parking operations across all campuses with the aim of developing a strategy that best serves the needs of staff, students and management.	✓	✓	✓
<b>General</b>			
Enable staff and students to car share on their journey to College. While Ayrshire College do not have the resources to police and car sharing scheme, the college	✓	✓	✓

can enable ways in which to drive the behaviour, through the set-up and promotion of a car sharing database, providing incentives to car share and general promotion on the subject.			
Special promotion of car sharing for staff that travel between campuses and continue to offer all Ayrshire College staff a rate of £0.05 per mile when car sharing on business trips.	✓		
Foster a cultural and behavioural change among site users which prioritises sustainable access through College policy, including business travel policies.	✓	✓	✓
Ensure the transport needs of College users are represented effectively to the Board, senior management and key stakeholders and that travel feedback is actioned where appropriate.	✓	✓	✓

## 6.4 Objective 2

### Promote and encourage active travel

Active travel (walking and cycling) is cheap, offers reliable journey times and is environmentally friendly. For staff and students, it can lead to a healthier work and study environment, which is more productive. For visitors, it can ease the burden of navigating an unknown public transport and road network and create a more relaxed travel experience.

Table 6.3 illustrates measures which will or could be introduced to meet Objective 2. Measures have been listed in a prioritised order to generally correspond with the survey results and TP best practice.

**Table 6.3: Objective 2 Travel Plan measures**

Measures	For Staff	For Students	For Visitors
<b>'Hard' Infrastructure e.g footways</b>			
Review existing changing and shower facilities available at all campuses and seek to improve on quantity and quality where required.	✓	✓	✓
<b>'Soft' Measures such as promotions and events</b>			
Continue to offer all Ayrshire College staff a cycle mileage rate of £0.20 for each business mile cycled.	✓		
Provision of a Travel Options Leaflet for each campus, similar to that prepared as part of the 2010 Ayr College Travel Plan, available in hard and electronic formats	✓	✓	✓
Provide and promote a Green Travel	✓	✓	✓

Day at one of the main college campuses.			
Further promote the existing staff Walking Group.	✓	✓	
Promote the staff Cycle to Work scheme, while ensuring the process is as efficient as possible in terms of administration.	✓		
Provision of an on-site emergency cycle repair kit at the main campuses and schedule visits from the 'Bike Doctor'.	✓	✓	
Continue to provide regular and varied active travel challenges such as the pedometer challenge with incentives to encourage participation.	✓	✓	

## 6.5 Objective 3

### Promote and increase public transport use

Table 6.4 illustrates measures designed to meet Objective 3.

**Table 6.4: Objective 3 Travel Plan measures**

Measures	For Staff	For Students	For Visitors
<b>'Soft' Measures such as promotions and events</b>			
Continue to consider the feasibility of purchasing annual season tickets and allowing staff to spread the cost of the ticket over the year via manageable monthly salary deductions.	✓		
Continue to consider the feasibility of subsidising public transport travel either via monetary contributions or other benefits such as a free lunch.	✓	✓	
Continue to give consideration to subsidising the cost of purchasing a Young Persons Railcard.		✓	
Inviting Stagecoach and Abellio Scotrail to the College to promote their ticket options and route network, if feasible a mobile ticket office should be considered.	✓	✓	✓

## 6.6 Objective 4

### Reduce the need for unnecessary travel

Table 6.5 demonstrates measures which will/could be introduced to reduce the need for unnecessary travel.

Table 6.5: Objective 4 Travel Plan measures

Measures	For Staff	For Students	For Visitors
<b>'Hard' Measures such as broadband connections</b>			
Ensure high speed broadband is available at all campuses for video and tele-conferencing facilities.	✓	✓	✓
Review existing video and tele-conferencing facilities at all campuses and seek to provide more facilities where required.	✓	✓	✓
Continued provision and betterment of existing on-site facilities.	✓	✓	✓
<b>'Soft' Measures such as promotions and events</b>			
Provision of a Travel Options Leaflet for all campuses, similar to that prepared as part of the 2010 Ayr College Travel Plan, available in hard and electronic formats*	✓	✓	✓
Continue to review staff travel policy to include criteria to encourage tele-video conferencing use.	✓		
Continue to provide training for tele-video-conferencing facility use.	✓		
Further promote and provide on-site lunchtime activities such as the Walking Group.	✓	✓	
Continue providing course material/classes online (where appropriate).	✓	✓	
When business travel is required, including inter-campus trips, sustainable and active travel should be prioritised. This should be emphasised in business travel expenses policy.	✓		

## 6.7 Travel Options Leaflet

A Travel Options Leaflet, similar to that prepared as part of the 2010 Travel Plan for Ayr College, is an excellent resource for the Travel Plan as it encompasses the bulk of materials required to better inform an individual about their journey to each Ayrshire College campus. It is also an excellent marketing tool for the Travel Plan itself and for the College. Available in electronic and hard formats, the Travel Options Leaflet can be emailed to visitors, posted on the intranet/internet/noticeboards and handed out at Open days and events.

The Travel Options Leaflet should be reviewed on a yearly basis, thus the bulk of material should not be subject to continued change. More specific promotions such as the Walking Group and National Bike Week should be promoted separately from the Travel Options Leaflet.

The Travel Options Leaflet should include the following detail:

- walking and cycling maps, routes and travel times to key destinations;

- cycle parking locations and facilities on campus;
- the economic, social and environmental benefits of active travel and public transport use in comparison to the car;
- an example carbon emission calculation;
- public transport routes and timetables;
- details on car sharing opportunities;
- taxi numbers;
- contact details of relevant active travel bodies and public transport operators;
- safety tips and hints for walking and cycling;
- contact details of the Travel Plan Coordinator and relevant Travel Plan Forum members; and
- hints for video-tele conferencing use and where facilities are located on each campus.



## **7. Monitoring and Review**

### **7.1 Targets and indicators**

A Travel Plan is a continuous and evolving document requiring monitoring, review and revision to ensure that it remains relevant to all users of the college campuses. The Travel Plan Coordinator (Head of Estates and Facilities), will be responsible for monitoring the Travel Plan.

Travel surveys will be undertaken every 2 years. These will be carried out in order to monitor the impact of the Travel Plan and to establish how successful it has been in inducing modal shift. The measures implemented will be reviewed and new measures introduced, where necessary.

Furthermore, it is important to note that the modal change targets identified within this document should also be adaptable to change. For example should a bus service be withdrawn or car parking spaces lost, targets may require to be amended or reconsidered in context. A close working relationship with the relevant local authorities will ensure they are made aware of such changes and consulted throughout.

Bi-annual monitoring reports will be submitted to the relevant local authorities following completion of the bi-annual travel survey. Ongoing monitoring will take place via the Travel Plan Coordinator who will collect any feedback and suggestions from staff, students and visitors on the Travel Plan and its measures. It is vital that TP marketing includes mode share targets, this will ensure staff and students are made aware of their importance.

## Appendix 1 – Staff and Student Travel Survey Forms