

ARDROSSAN CONNECTIONS



Project background

Opportunities have been identified in Ardrossan to design and implement high-quality public space and upgrades to the National Cycle Network (the Network) and the area it serves.

Improving the Network in Ardrossan will build on recent and ongoing transport and planning developments in the area, enabling the route to act as a high quality connection to the centre of Ardrossan, ferry terminal and also as a strategic route between the Three Towns in North Ayrshire.

A Charette process undertaken in 2017 for the Three Towns suggested that improvements to the public realm, signage and better links between the seafront and ferry terminal would encourage both residents and visitors to spend time in the centre of Ardrossan and increase footfall.

Improving this route will meet the aspirations of the Ardrossan community identified in the Charette process and create a more welcoming and attractive space for visitors, residents and local businesses.



What is it about?

Through a collaborative design process, Ardrossan Connections aims to inspire, empower and support the community, stakeholders and local council to enhance the Network for walking, cycling and wheeling, and support the development of a more accessible, safe and welcoming centre of Ardrossan for residents, visitors and local businesses.

The objectives of Ardrossan Connections are to:

- Provide safe, accessible and attractive walking, wheeling and cycling route for residents and visitors and improve the attractiveness of the National Cycle Network Route 73 and 753 between the Three Towns.
- Create a sense of place in the centre of Ardrossan that celebrates local heritage and encourages more inbound visits to the town centre.
- Improve awareness of National Cycle Network and benefits of active and sustainable travel.
- Reduce transport poverty and allow more people to experience the health and well-being benefits of travelling actively and sustainably.
- Empower the local community to influence decisions affecting their daily lives and their local environment.



Develop a safe, accessible and attractive walking, cycling and wheeling network for everyone.



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Project Timeline

The Process

Started in July 2020, the project will last for three to four years and will be delivered through the following phases: Concept Design, Detailed Design and Construction that will be tailored to the wider ambitions for Ardrossan. The project team will work collaboratively with residents and stakeholders to ensure people are brought into active partnership and sharing of decision making.

The first year of the project will involve:

WINTER - Discover

- Collaborative discovery of the local area through observations, monitoring, surveys, online meetings and workshops.



SPRING - Develop

- Interactive and inspiring activities with locals and groups to develop design ideas.
- Feasibility study to explore options to improve the Network through the town.
- Deliver temporary measures to demonstrate the positive potential for the changes with low tech, non-permanent solutions delivered prior to the concept designs developed.



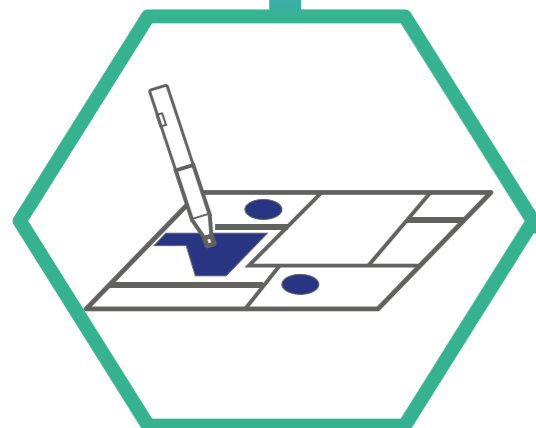
We are here!



Collect and analyse information

AUTUMN - Design

- Showcase and open the concept design proposals for comments from the local community and stakeholders.



Develop community ideas into the concept design

WINTER - Display

- Begin the development of detailed design for National Cycle Network route.



Refine design proposals

Pathway to Delivery

CONCEPT DESIGN

DETAILED DESIGN

CONSTRUCTION

Year 1

Year 2

Year 3/4



Dumfries Neighbourhood Street Design Project (example)

Discovering the Community



178
respondents
to the offline
survey

89
people attended
virtual events

1910
visitors to
the project
website

508
comments
received
overall

106
comments/
surveys made
online



Virtual launch events

An afternoon and evening launch event were held in January 2021. The event introduced the community to the project and the project team. Participants were split into groups to share their comments and local knowledge. Activities in the groups focussed on discussing barriers and opportunities in specific locations in the study area.

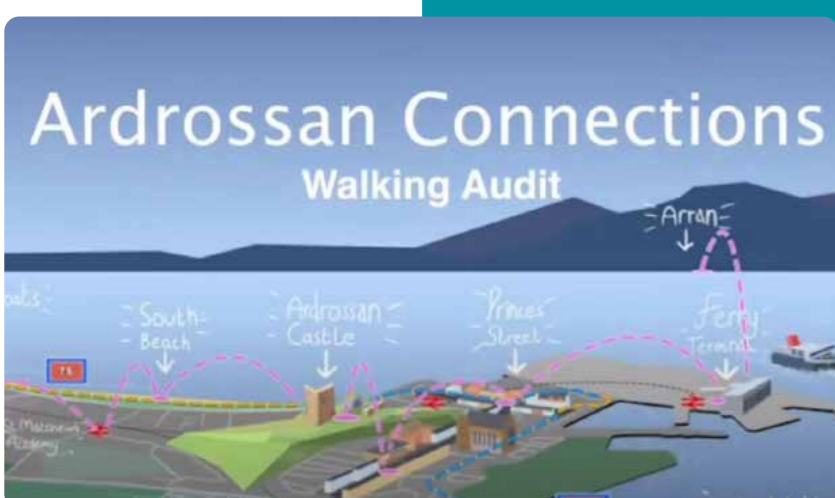
Cunningham Housing Association Tenants & Residents Association Workshop

An afternoon workshop was held to introduce the group to the project and gain an understanding of what the residents currently found were barriers around three themes: place, movement, connections. Potential solutions to improve people's experience moving around the study area was discussed, as well as local routes for walking, cycling and wheeling.



Virtual Walking Audit

The Ardrossan community could take part in two types of walking audit: one in the form of an information sheet that participants could follow and fill out on a route; and the second, a virtual walking audit video. Interesting comments on accessibility, infrastructure and safety of the study area were received.



Business Engagement

All businesses in the study area received information on the project and a survey to share their ideas and comments on through North Ayrshire Councils Business Development Team. Seven surveys were completed and have highlighted the need for deliveries at varying times.

Transport Providers Forum

A meeting was held with local transport providers to encourage collaborative engagement.



Discovering the Urban Environment: Public Life Study

What is a Public Life Study?

Public life is the social activity that takes place in everyday public spaces - on streets, in parks and plazas, and in spaces between buildings. The study uses visual observation of certain aspects of public life to gain a picture of what's already happening in a place, and what changes might provide public benefits. In the study we observed people's movements, social activity, and perceived demographic. We will also use the results of the public life study to better understand the potential impacts of the project to the area.

In between Covid-19 lockdowns, a condensed and simplified study took place in Ardrrossan on two days, 11th and 19th November 2020, between 11:30am and 12:30pm. These dates and times were chosen because they would cover a potential lunchtime peak which we hoped would be representative of normal movement and activity despite the Covid-19 restrictions, though we are aware of the impact of the restrictions on any data we gathered. The studies covered four locations which were selected due to their high probability of being impacted by the project's scope.

PRINCES ST - GLASGOW ST CROSSROADS



Location

This location is one of the busiest junctions within the study area, and is on the current National Cycle Network. A key navigational node, it links the shops and services offered on Glasgow Street and Princes Street with the route to Asda and the ferry terminal.

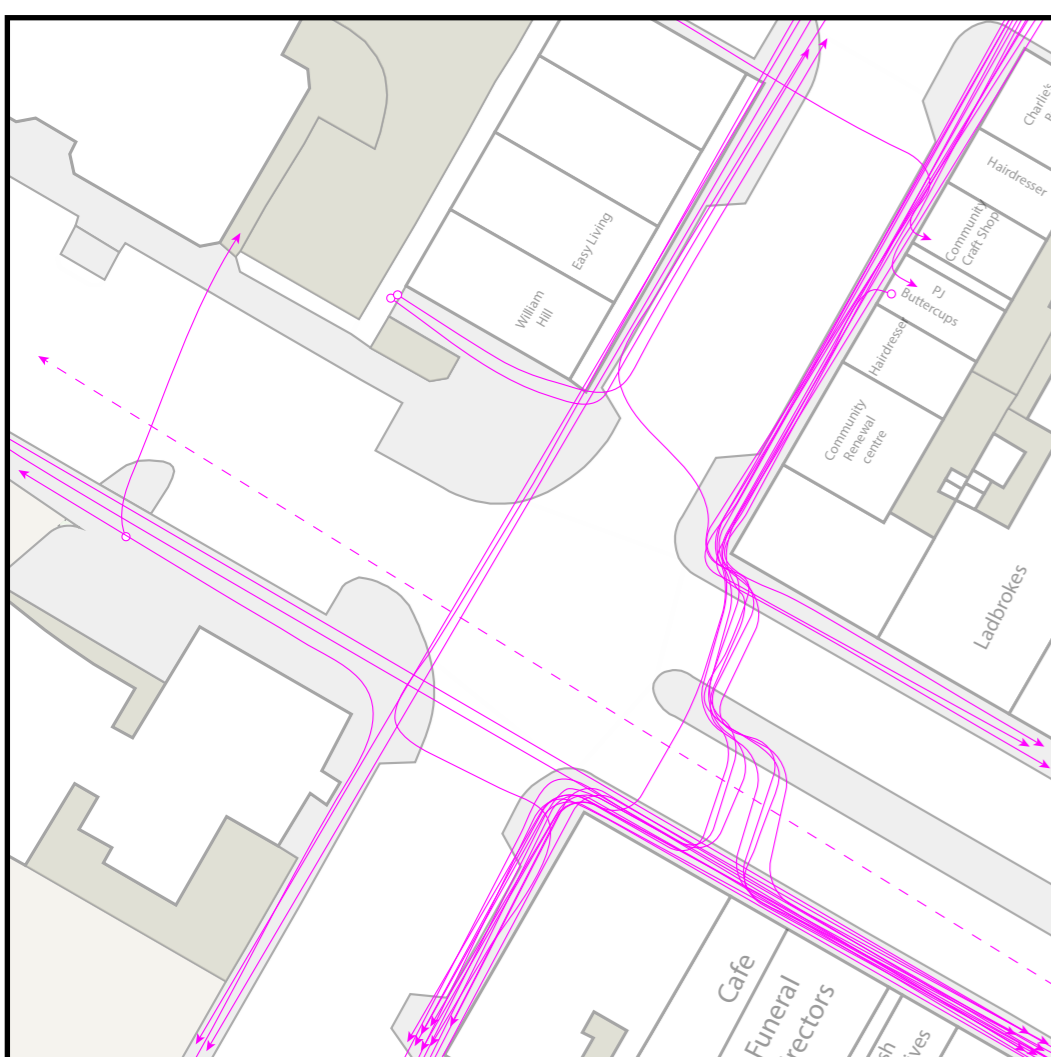
Observations

Movement: a lot of crossing at places other than the designated crossing points (i.e. not at the tactile paving), and varied use of the traffic island in the middle of Princes Street. Crossing from a corner diagonal to another seemed particularly lengthy, especially in bad weather.

Stationary Activity: limited stationary activity observed. No use made of the benches on corner of Princes Street and Glasgow Street.

Demographic Observed:

Age:				TOTAL
Toddlers 0-5 yrs	X			1
	Male	Female	Other	TOTAL
Children 5-14 yrs				
Young Adults 15-24 yrs				6
Adults 24-64 yrs				10
Older People 65+ yrs				17
TOTAL	15	18	0	



Lines show the pedestrian and cycle movements observed during the study.

PRINCES ST (opposite Hill Street)



Location

The current route of the National Cycle Network runs through Princes Street, taking users from South Beach across the railway line to the crossroads with Glasgow Street. It's broad width accommodates people using public transport, motor vehicles, and active travel. Businesses and residences also face on to Princes Street.

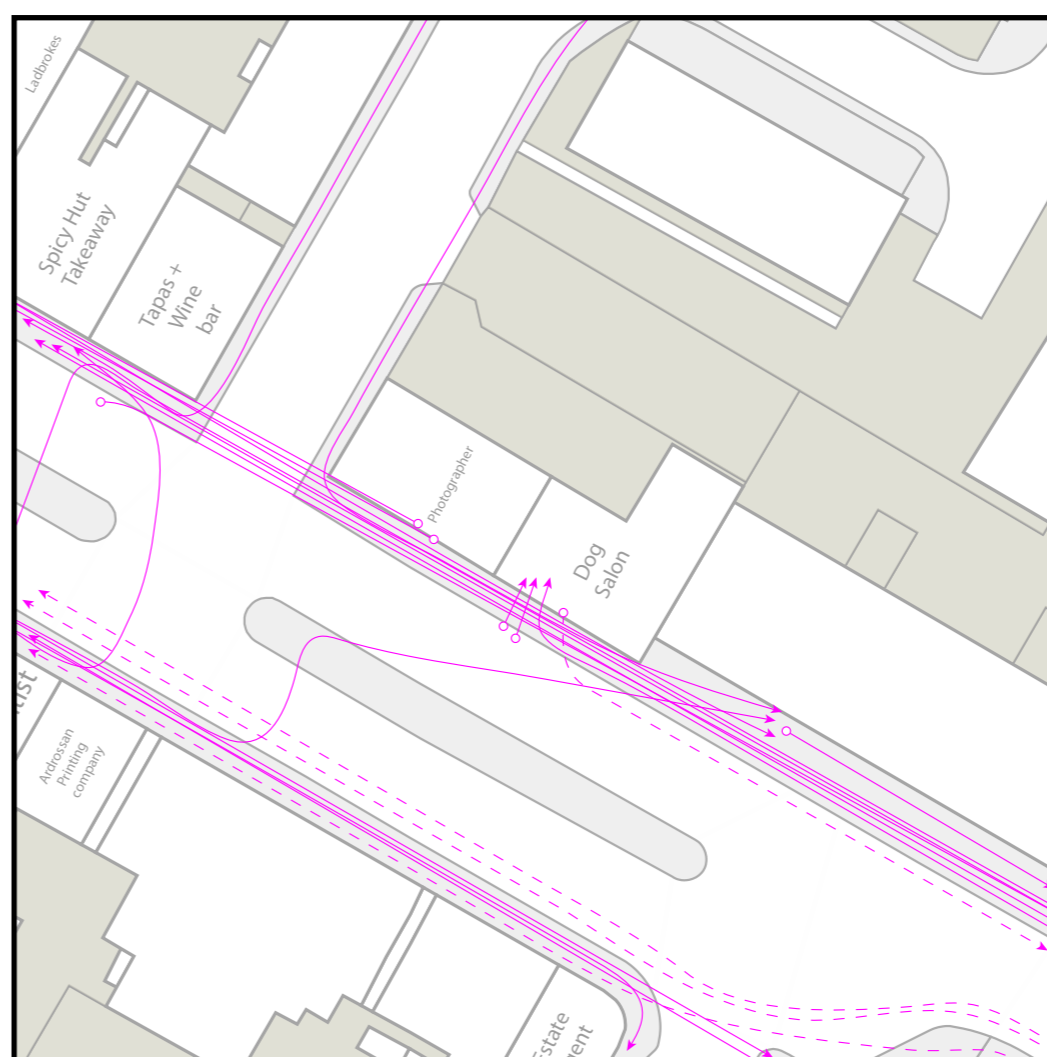
Observations

Movement: people tended to stick to one side on the road, but some crossed using the gap in the islands. People were mainly walking through the area to go elsewhere, but a couple of shops (photography business and a fishing shop) had customers that arrived by car for a short stop in.

Stationary Activity: limited stationary activity observed. A couple of bus stops in the area had some waiting activity.

Demographic Observed:

Age:				TOTAL
Toddlers 0-5 yrs	XXXX			4
	Male	Female	Other	TOTAL
Children 5-14 yrs				0
Young Adults 15-24 yrs				6
Adults 24-64 yrs				31
Older People 65+ yrs				11
TOTAL	25	23	0	



Lines show the pedestrian and cycle movements observed during the study.

GLASGOW ST (outside shops)



Location

This street, with its parade of shops and services, and generous width, sits in the heart of the study area. It is on a key route heading to the ferry terminal and, judging from the parking spaces lining both sides of the street, an important commercial centre within the town.

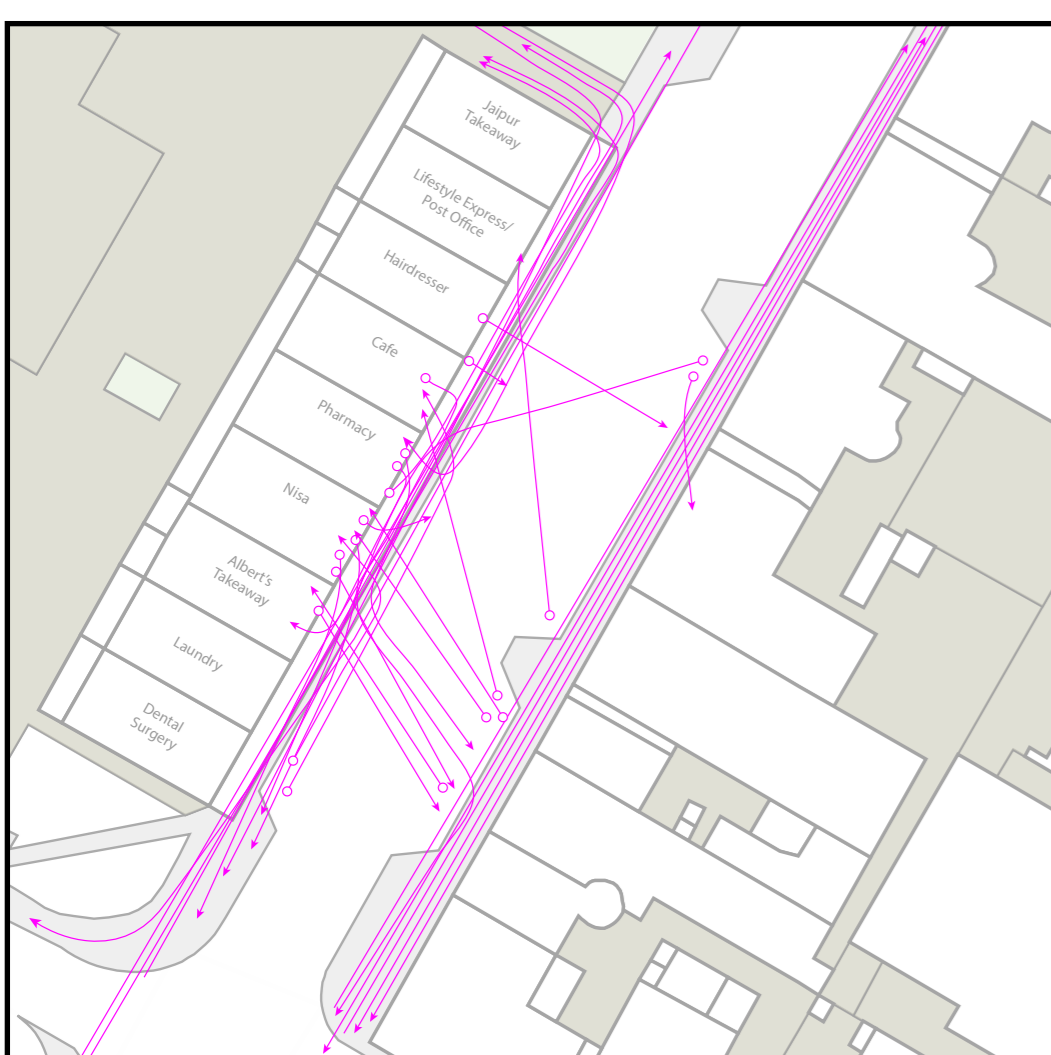
Observations

Movement: some popular locations on both sides of the road, and a relatively high turnover of parking outside the businesses (<5mins), specifically people dropping off, delivering/picking up parcels or visiting. The need for informal or formal crossing to link both sides of the shops was observed. The connection between the harbour and this area is poor.

Stationary Activity: on a windy/wet day, there was a bit of socialising outside the shops (café side) with people enjoying a chat before going on their way.

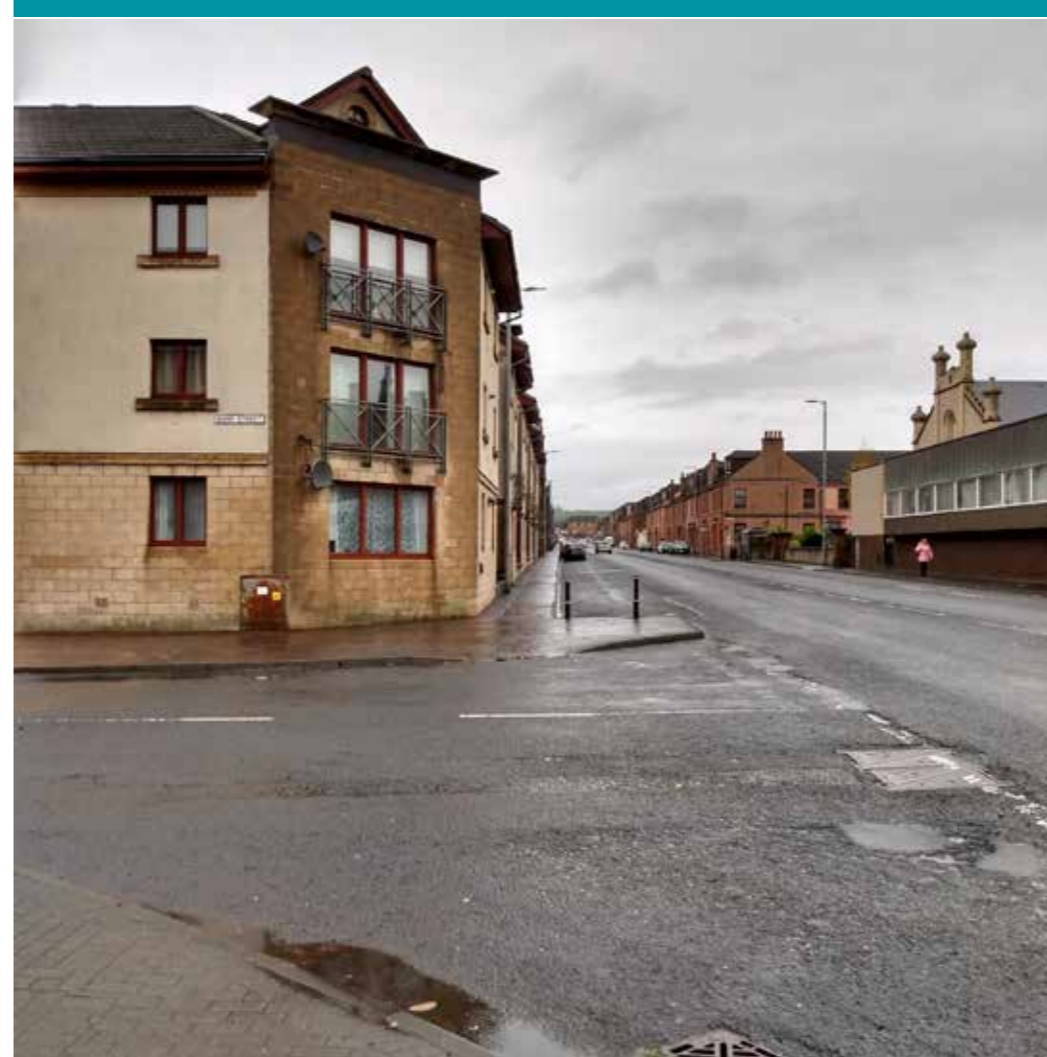
Demographic:

Age:				TOTAL
Toddlers 0-5 yrs				0
	Male	Female	Other	TOTAL
Children 5-14 yrs				
Young Adults 15-24 yrs				2
Adults 24-64 yrs				10
Older People 65+ yrs				25
TOTAL	23	14	0	



Lines show the pedestrian and cycle movements observed during the study.

BARR ST - GLASGOW ST JUNCTION



Location

This location was selected because it has the potential to be a key movement node within the study area, with Barr Street offering a route through to Montgomerie Street. The area location is mostly residential but is also across from the Civic Centre and other community amenities.

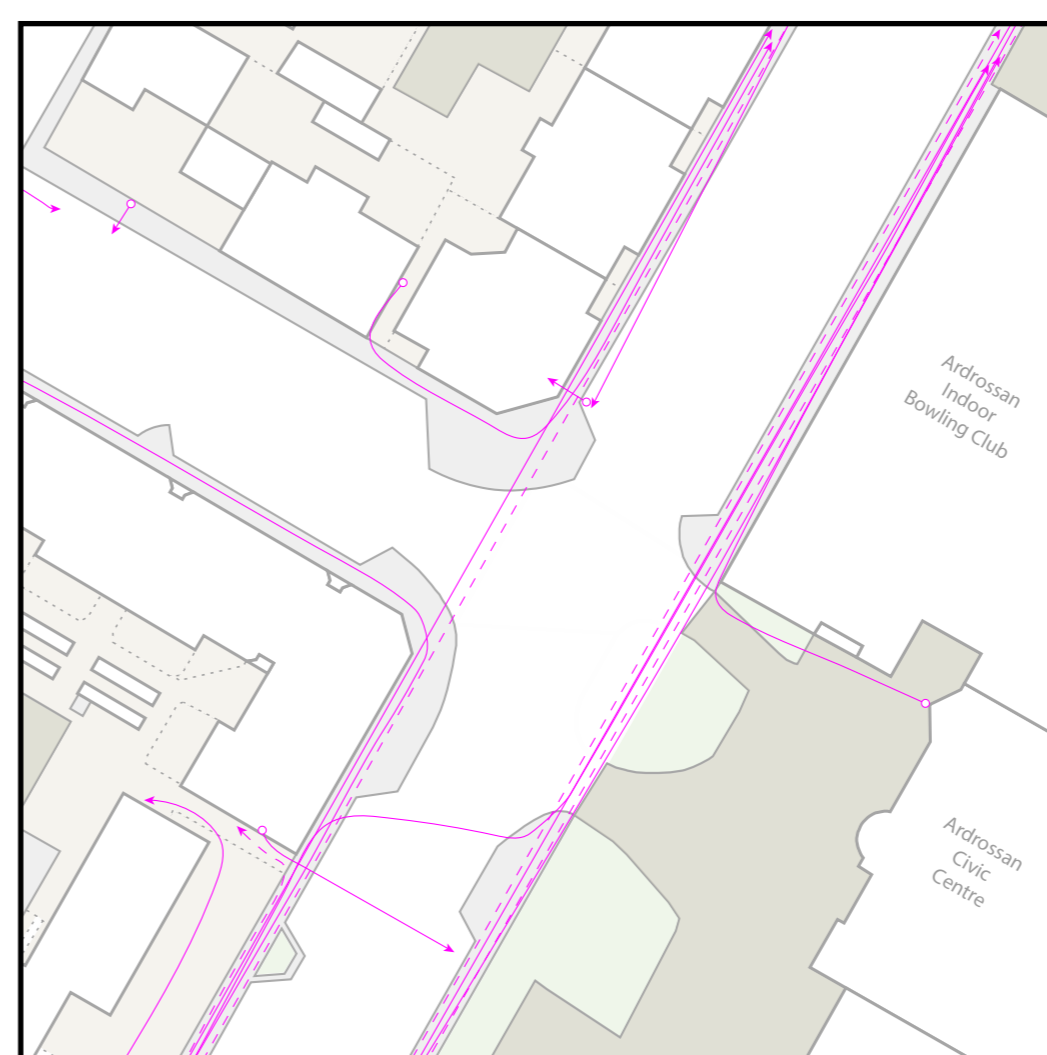
Observations

Movement: cyclists seen on pavements. People getting into cars further down Glasgow Street. Notably, there was less movement activity here than at the other three locations studied.

Stationary Activity: limited stationary activity observed.

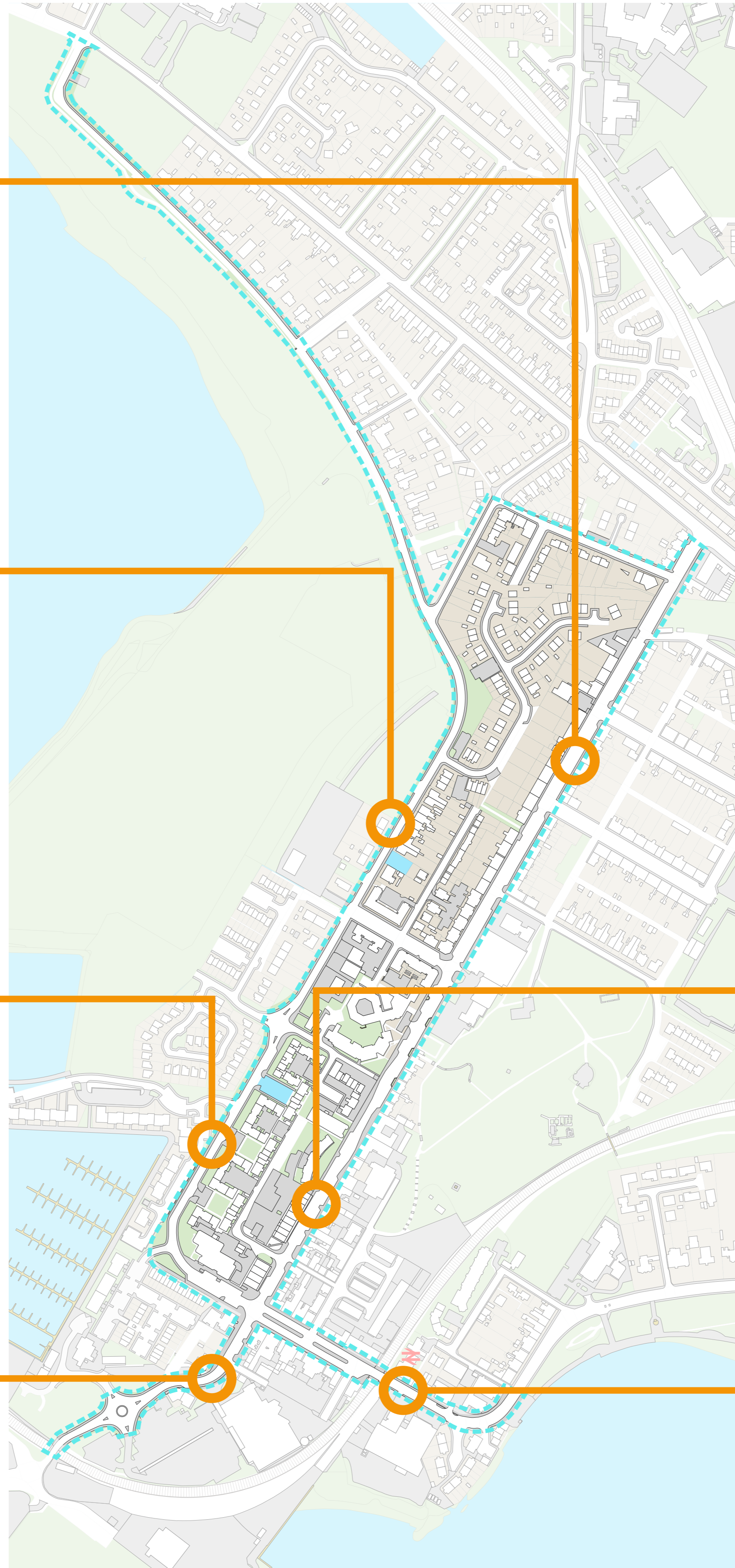
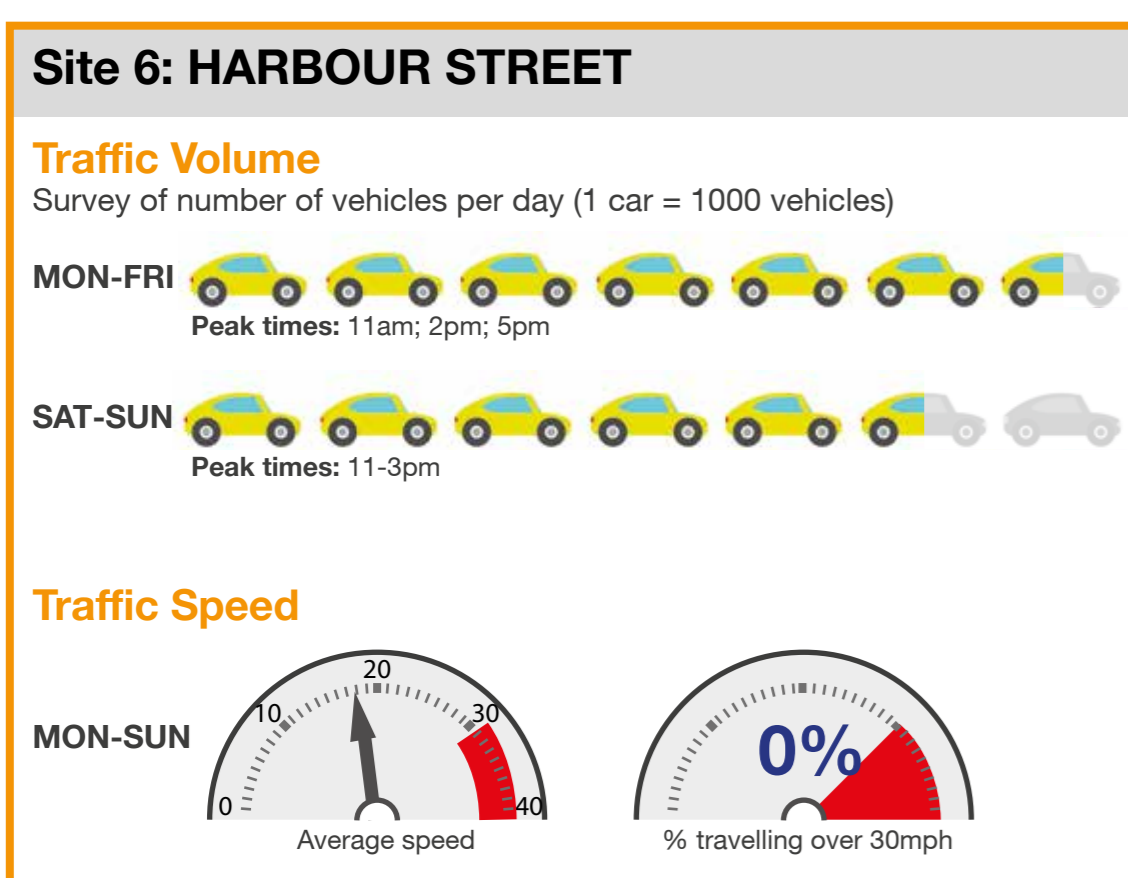
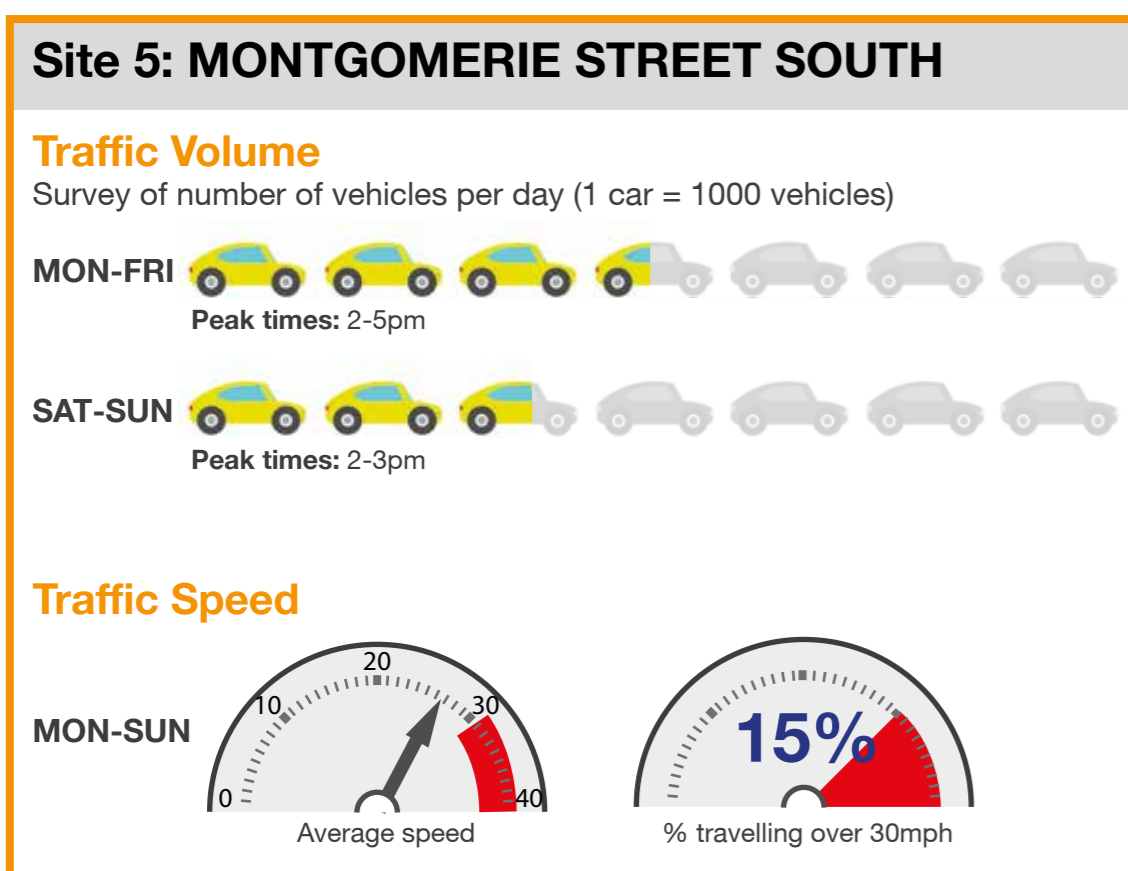
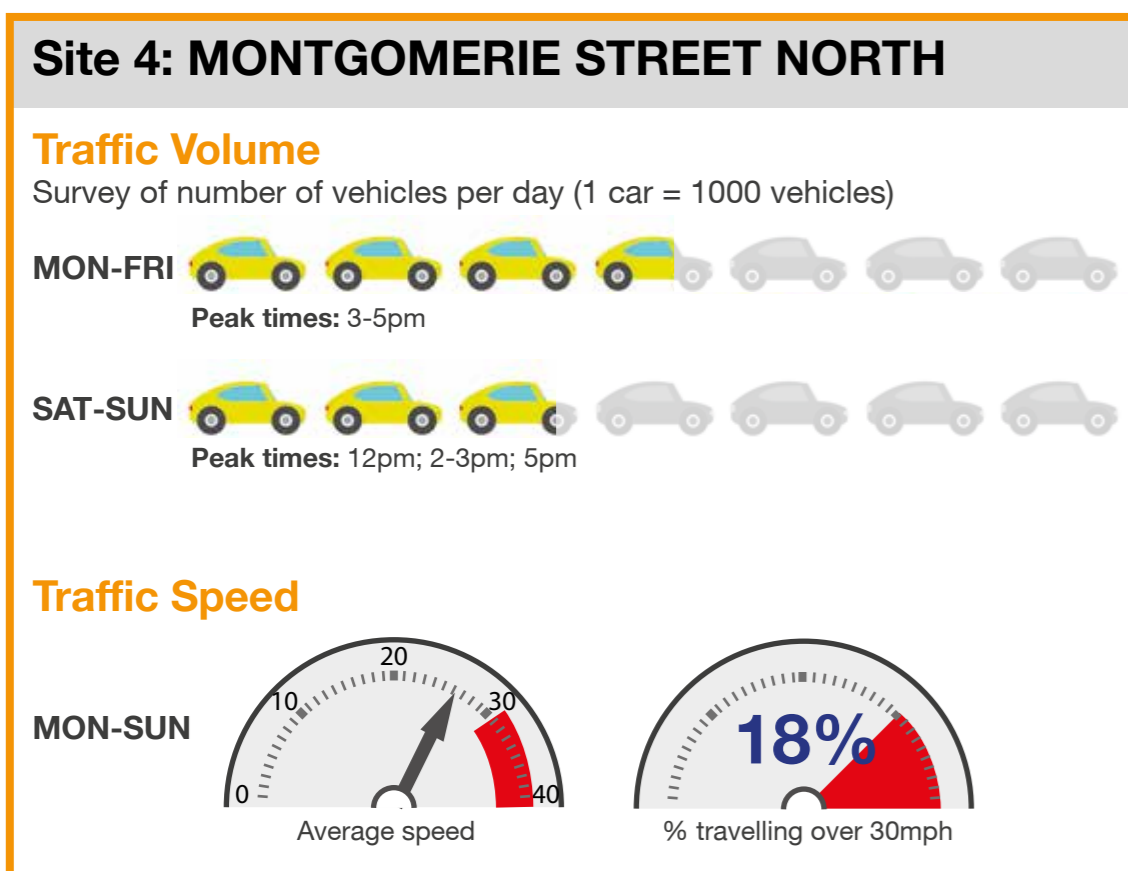
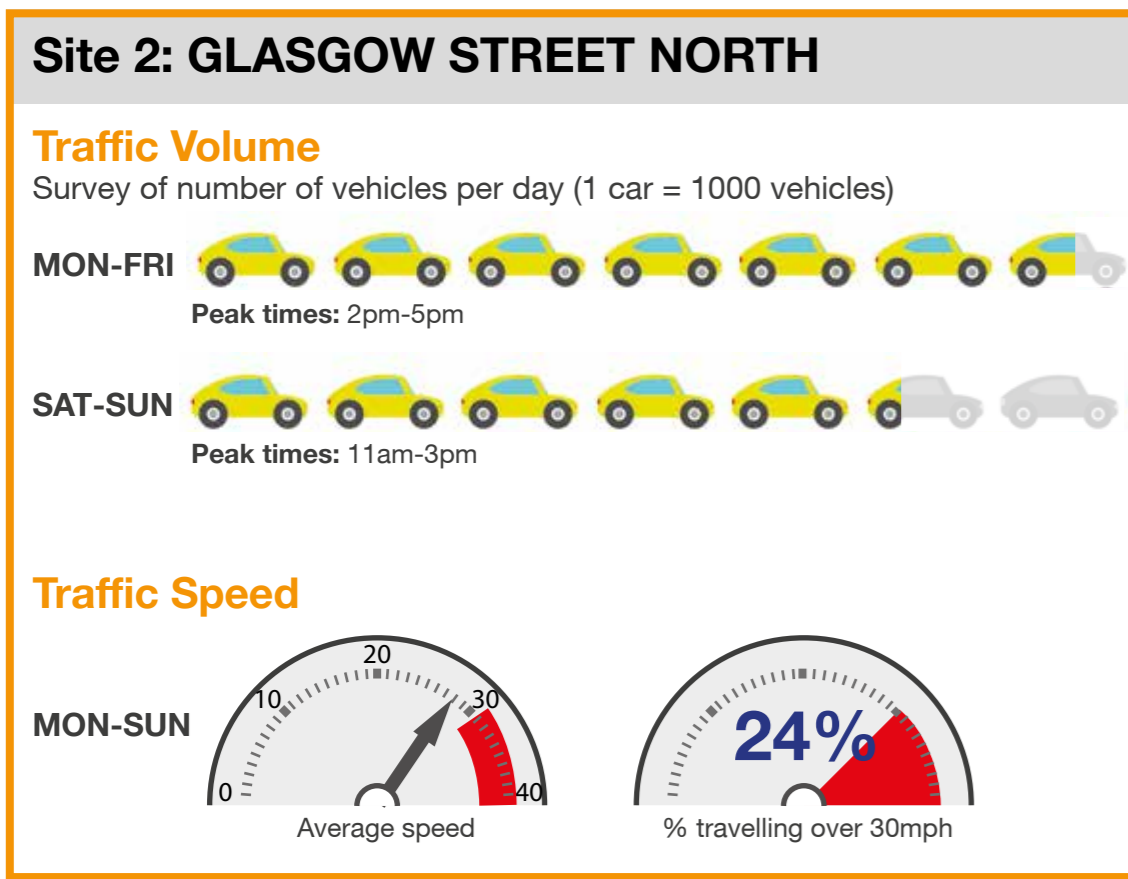
Demographic:

Age:				TOTAL
Toddlers 0-5 yrs	X			1
	Male	Female	Other	TOTAL
Children 5-14 yrs				0
Young Adults 15-24 yrs				7
Adults 24-64 yrs				15
Older People 65+ yrs		X		6
TOTAL	16	12	0	



Lines show the pedestrian and cycle movements observed during the study.

Discovering the Urban Environment: Vehicle, Pedestrian & Cycle Data

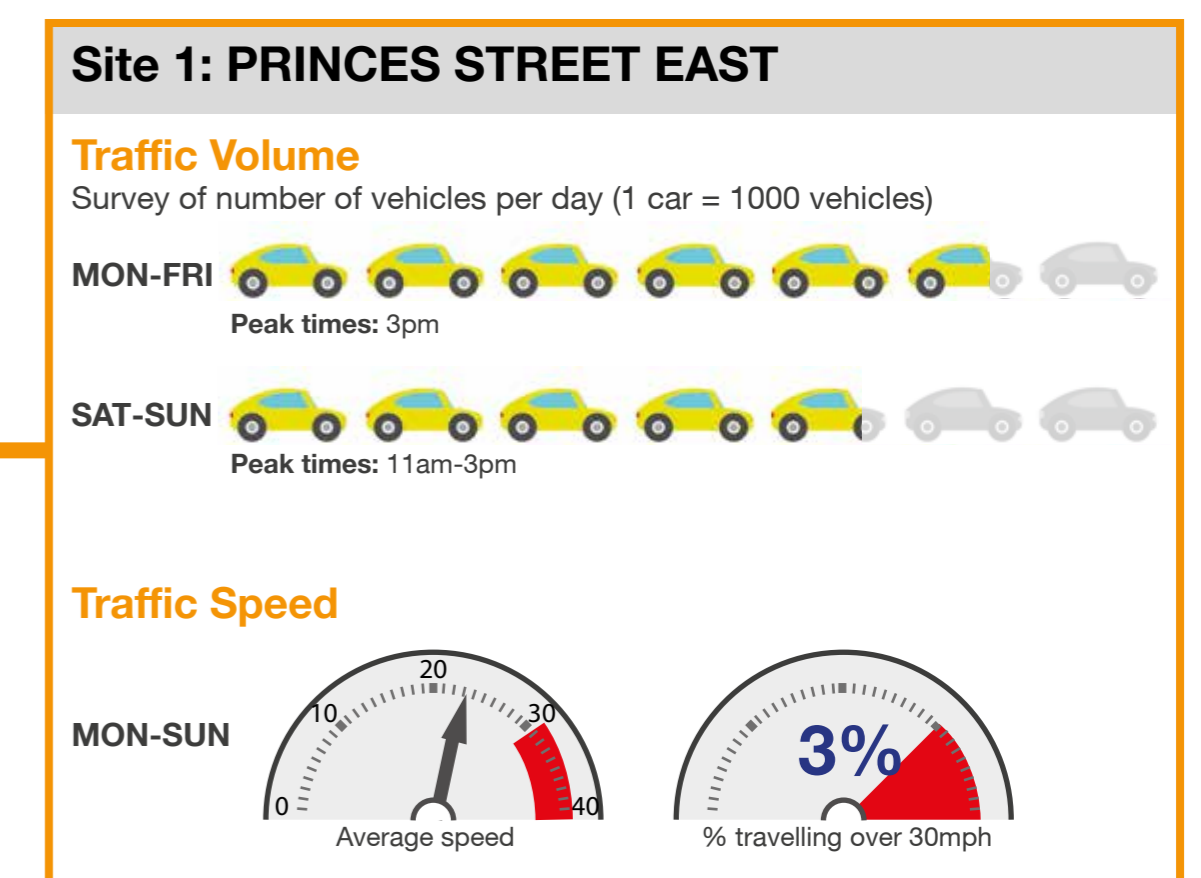
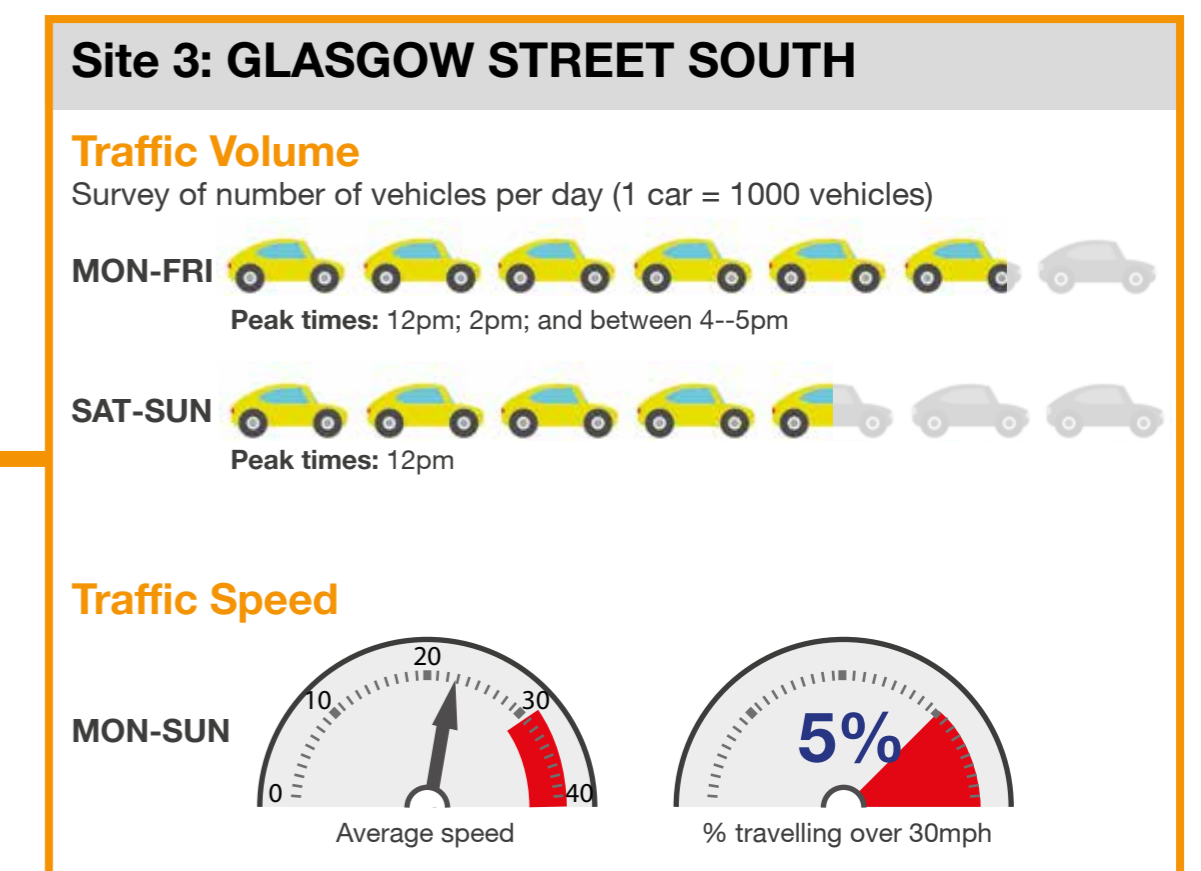


Traffic Speed and Volume

We commissioned a survey to collect data for the speed and number of vehicles in the study area. The data was collected at 6 sites across the study for a seven day period in Autumn 2020.

The data that was collected was analysed by our Research and Monitoring Unit, and we will use this analysis and data when developing the designs for the area. This map summarises some of the findings.

Due to the Covid-19 restrictions, additional vehicle traffic studies which will give us more information on the purpose of vehicles in the area as well as the current parking use and demand, have been put on hold until restrictions are lifted.



Pedestrian and Cycle Counts

In addition to vehicle traffic surveys, cameras were set up at four locations in the study area to capture video footage which was then manually analysed to capture the number of pedestrians and cyclists at these locations. The survey took place over four days: 30th September, and 1st, 3rd, 4th October 2020. The analysis of that data is summarised in the below table, and will be used as baseline data for the project, as well as data to consider when developing the designs, though it takes into consideration that the data is impacted by the Covid-19 restrictions which were in place during the period that the data was collected.

Total volume of pedestrians and cyclists over 4 day period *					
Location	Pedestrians	Cyclists	Prams & Pushchairs	Wheelchair Users & Mobility Scooters	Combined
1: Glasgow Street - Winton Street	3,203 (93%)	124 (4%)	76 (2%)	12 (<1%)	3,418
2: Glasgow Street (South)	4,817 (95%)	128 (3%)	77 (1%)	19 (<1%)	5,041
3: Montgomerie Street - Barr Street	1,217 (80%)	254 (17%)	37 (2%)	6 (<%)	1,515
4: Glasgow Street - Princes Street	5,399 (89%)	425 (7%)	203 (3%)	32 (<1%)	6,059

*rounded to the nearest tenth of a percent

What the Community Said: Comment Summary

This map shows a summary of location-specific comments from the Discover phase of the Ardrossan Connections project, but it is not an exhaustive summary. If a particular comment is not shown here, it does not mean it has been ignored.

Comments out of study area:

Comments relating to anywhere out of the study area have been forwarded to North Ayrshire Council. This includes comments for the North Shore site, Cannon Hill, South Beach, the Ferry Terminal, and all other locations outwith the study area.

NORTH CRESCENT ROAD

Comments:

- Narrow pavements, combined with a sharp turn in road and speeding traffic, make this location feel unsafe
- Too many cars parking on road, causes congestion
- No pavement in some areas
- High traffic volumes
- Poor lighting

Opportunities:

- Fantastic views

GLASGOW ST

Comments:

- Not a welcoming street
- Crossings positioned in wrong locations
- Street looks dull and uninteresting
- Insufficient disabled parking and access issues
- Timing of the traffic lights not optimal
- Poor surfacing
- Litter and dog mess
- Traffic volumes heavy when ferry comes in
- Visibility and safety issues for cyclists alongside parked cars
- Street feels unsafe/empty at night
- Shutters on shops unattractive
- Lack of seating or sociable meeting point

Opportunities:

- Street is very wide
- Main route to the ferry terminal, brings in visitors
- Could be the “heartbeat” of the town
- Mural opportunity on ends of buildings
- Planters could be tidied up
- Green space could be opened up

MONTGOMERIE STREET

Comments:

- Traffic speeds and volume are a concern: particularly at times when the ferry comes in
- High number of parked cars on-street: creates little room for cyclists
- Road surface poor and road is too narrow, not designed for current volume of traffic
- Poorly lit in some areas

Opportunities:

- Great views from this road
- Protect the cycle route from cars

PRINCES ST

Comments:

- Heavy traffic volumes, sometimes grid-locked
- Poor signage for National Cycle Network
- Bus stop location sometimes gets congested, being too close to the junction
- Parking takes up a lot of the road, this is often commuters
- Road surfacing poor in some areas, combined with drainage issues
- Feels like a car-dominated street
- Disconnect with ferry passengers and locals
- Unattractive building façades

Opportunities:

- Road is wide, offers opportunity for widening pavement and creating a cycle lane
- Wider pavements would allow for seating - both for cafes and generally - and socialising outside
- History of canals running along street
- Use closed shutters for artwork
- Better use of central island

PRINCES ST-GLASGOW ST CROSSROADS

Comment:

- Large area: long crossing route for pedestrians
- Anti-social behaviour on the existing benches, and no view to attract others to use the benches
- Buildings appear to be derelict
- Cycling is daunting on the busy roads
- Rail, bus and ferry interchange all nearby
- Very grey area
- Lack of pedestrian-focused signage

Opportunities:

- Widening pavements could make walking and wheeling easier
- Area needs “softening” with greenery
- Artwork/mural opportunities on blank walls

TOP 5 ISSUES IN STUDY AREA TRAVEL ON FOOT, BY BIKE OR WHEELING

1. Feels neglected
2. The condition of the path/road surface
3. Lack of cycling infrastructure
4. Speed of traffic
5. Feels unsafe

TOP 5 IMPROVEMENTS TO HELP TRAVEL ON FOOT, BY BIKE OR WHEELING

1. More attractive street environment
2. Better cycling infrastructure
3. Improved pavement surface
4. Improved lighting
5. More places to sit

TOP 5 IMPROVEMENTS TO MAKE AREA MORE ATTRACTIVE FOR SPENDING TIME

1. More greenery
2. Strengthen the character of the area
3. More places to sit / socialise
4. Link with history / heritage
5. Reduced littering

What the Community Said: Key Themes

Discover Stage Comment Analysis

We asked for your input in the Discover stage on what the main issues and opportunities in the project area were. All the comments we received during engagement events, on Commonplace, and in posted surveys throughout the Discover stage were recorded and analysed to establish the common and popular topics and themes. The comments we received comprised of both negative and positive issues in the project area, as well as the identification of future opportunities.

The word cloud to the right is a visual representation of the main topics which the comments mentioned, and are displayed to show which were the most popular, indicated by the larger sized text. These topics were categorised into key themes, which are described in the summary below.



Summary of the Key Themes

These five themes aim to capture the issues and opportunities in the most frequently mentioned topics (seen above). The themes are presented here as a summary and do not include all of the details analysed from the comments. Using these themes, we have developed draft design objectives which can be found on the following page. These will inform decisions throughout the design development, and will provide a guide to measure the designs against to ensure they meet the issues identified by the community.

Active Travel

The lack of continuity and safety in existing cycle routes was a common comment. The poor state of these routes – in relation to surfacing, lighting etc – was also mentioned by many. Another issue on existing routes was the manner in which both cyclists and pedestrians were accommodated.

Opportunities identified:

- Linking existing routes to provide a continuous, safe path
- Investigate the potential for a segregated cycle route along the National Cycle Network
- Provision of cycle facilities to encourage cycling

“Cycling is quite daunting in this area – you are spat out on to very busy roads after a pleasant experience cycling leisurely along the off road section along the harbour.”

“It would be great if there was a way to join the existing off road NCN without having to take this route. or if the route was made safer for cyclists.”

Sense of Place

Attractiveness was a common topic: positively in relation to views from the town, but negatively in relation to the appearance of the town itself. There was also a strong feeling that Ardrossan’s history and character weren’t being celebrated or represented in the town.

Opportunities identified:

- Glasgow Street has the space to be so much more
- Placemaking opportunities and the foot of the steps up to Castle Hill
- Improve the planters and develop further green spaces

“Visitors don’t realise the rich history we have in Ardrossan.”

“I feel very passionate about Ardrossan: its potential / the future for generations to come to be the place ‘to want to live’.”

Vehicular Travel

The location and impact of parking was the most mentioned topic in relation to vehicular travel. Traffic speed was also noted as a concern in specific parts of the study area, as well as safety.

Opportunities identified:

- Investigate options for parking on Princes Street
- Consider adjustments to traffic light phasing
- Potential relocation of Princes Street bus stop (by the lights), to reduce congestion

“Parked cars on the road create little room for cyclists when overtaken by cars.”

“Parking takes up a lot of the road – this is often commuters, avoiding parking fees.”

Public Realm

There were many comments relating to litter and maintenance of the road and footway surfaces. In addition, many referred to the state of shop frontages along Glasgow Street and Princes Street being “uninspiring and dull”.

Opportunities identified:

- Decorate shutters / empty shop windows to make them appear more vibrant and attractive
- Changes to surfacing to make it safer, more attractive and accessible
- Railway stations could be good locations for offering information on active travel routes and town’s history

“Needs to be made into a welcoming space not just a road to pass through.”

“Princes Street and Glasgow Street is very neglected looking. Does not encourage people to stop either going to or coming from the ferry.”

Activity

Many noted that Glasgow Street and Princes Street don’t have a welcoming image and there is a lack of opportunity and reason for stopping: these issues affect both residents and visitors.

Opportunities identified:

- Explore possibility of a farmers market on either Glasgow Street or South Beach
- Consider the introduction of beach wheelchairs, a bicycle co-op and bicycle hire facilities

“It needs to have the feel of a town centre again where people would congregate and spend time and money.”

“We can make Ardrossan good, already has a target audience passing through to get on the ferry.”

Draft Design Objectives



Let us know, have we got the objectives right?

Objective 1



Provide a safe, accessible, attractive and connected National Cycle Network route through the centre of Ardrossan

Active Travel

- Provide residents and visitors the infrastructure required to choose cycling, wheeling and walking as their mode of travel.
- Encourage usage of the National Cycle Network that is respectful to the needs of others.

Connectivity

- Create a continuous and legible National Cycle Network route through the centre of Ardrossan with crossing points.

Attractiveness

- Create routes that are attractive for users and provide places to stop, rest and enjoy the views.

Accessibility

- Ensure the route is accessible to all.

Vehicular Traffic

- Create an environment for people that encourages low/suitable traffic speeds and limits/offsets traffic volumes.

Objective 2



Create a National Cycle Network route and public realm in the centre of Ardrossan that work well together with other elements of Ardrossan's transport infrastructure

Safety

- Create a route that is safe for people who use it, and which prioritises the needs of active travel where required.

Public Transport

- Make the interchange with public transport easy and use the interchange as an opportunity to promote the National Cycle Network.

Objective 3



Celebrate Ardrossan's identity and create a welcoming and attractive public realm in the centre of Ardrossan

Identity & Attractiveness

- Reference Ardrossan's assets – including historical, maritime and heritage - and design a welcoming and attractive public realm in the centre of Ardrossan and along the National Cycle Network.

Outdoor Environment

- Enhance outdoor space along the National Cycle Network, responding to the existing landscape.

Community & Activity

- Provide locational opportunities for the community and visitors to interact, creating spaces where people will want to spend time.

Vehicular Traffic

- Create an environment for people that encourages low/suitable traffic speeds and limits/offsets traffic volumes.

Objective 4



Create a National Cycle Network route through Ardrossan that is coordinated with other development projects being progressed in the town

Connect

- Connect with other active travel routes - both existing and proposed - in the town.

Integrate signage

- Integrate signage strategy with other developments.

Seamless transitions

- Design seamless transitions between routes where different projects overlap.

Who is involved and What's next?

Project Partners

Ardrossan Connections is being delivered by **Sustrans Scotland** in partnership with **North Ayrshire Council** and **Ardrossan Community Development Trust**. The project partners take part in a Delivery Group and develop the project in line with its aims and objectives.

This will be supported by a **Steering Group** to ensure that the long term direction of the project represents the communities' priorities and aspirations. The Steering Group is currently being established and will be made up of key community representatives and wider stakeholders.



Sustrans is the charity making it easier for people to walk, cycle and wheel. Sustrans is responsible for delivering the concept and detailed design for the project by leading on the co-design process with funding from Transport Scotland.



North Ayrshire Council is a local authority established under the Local Government etc. (Scotland) Act 1994. North Ayrshire Council will work in partnership with Sustrans to support the concept design and delivery of the project.



The national transport agency for Scotland, delivering the Scottish Government's vision for transport.



Ardrossan Community Development Trust is a local Community Development Trust working with the local community to achieve development and regeneration within Ardrossan Town.

Project Team

Look out for the project team over the next few months



Kasia Duck
Project Lead



Cat Wright
Behaviour Change Officer



Lavanya Balasubramanian
Senior Urban Designer



Eilidh Russell
Community Engagement Officer



Jon Rowe
Senior Urban Designer

How can I share my views?

A key aspect of the project is Sustrans Scotland's work with the local community. Through community engagement and collaboration with a range of stakeholders, we want to ensure people in Ardrossan feel that they can have a say in decisions, ensure solutions reflect the aspirations and needs of the community and increase the feeling of connection and ownership of the public space throughout the community.

Virtual Design Festival 7th - 27th April

The project team is collecting design ideas and comments during the online workshops and from other members of the community, via phone, email and padlet. From these, and the information gathered through the Discover Stage, a concept design will start to be developed by our urban designers.

These designs will then be presented back to the community in summer, after which the designs will be refined based on community feedback.

To register for any of the workshops follow this link:

<https://ardrossandesignfestival.commonplace.is/>

Can't make any of the workshops?

Share some design ideas on Padlet here:

<https://en-gb.padlet.com/eilidhsustrans/Ardrossan>

Alternatively, you can email any ideas to eilidh.russell@sustrans.org.uk or call us on 0131 346 1384



Helping you to walk, wheel and cycle

During the Discover Stage, the team also collected feedback about barriers to walking, wheeling and cycling other than infrastructure.

The most common barriers are: concerns of personal safety, lack of awareness about routes and lack of confidence.

During the Discover stage there will be activities to help identify what solutions could be suggested to overcome these barriers, as well as others that were mentioned.

Activities include:

- Youth Engagement Activity Booklet, which can be found [here](#).
- Encouraging local schools to take part in the Big Pedal,
- Route mapping and route promotion,
- Litter picks,
- Guided walks and bike rides, when government restrictions allow.



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