

Kick Start Kirkwall

Issue 1
August 2009

Project News Update

Kirkwall receives funding for sustainable transport

This is the first edition of a newsletter aimed at keeping you up to date with what is happening on the 'Kick Start Kirkwall' project.

Kirkwall has become one of only seven towns in Scotland to receive funding towards becoming a Sustainable Travel Demonstration Town.

Orkney Islands Council has received £800,000 funding from the Smarter Choices, Smarter Places initiative which will go towards a package of measures, aimed at increasing the use of public transport and encouraging more people to walk and cycle around the town.

Partners in the three-year project include NHS Orkney, the Energy Advice Centre, the Paths for All Partnership, and Stagecoach.

The Scottish Government received a total of 40 bids from towns right across Scotland. Kirkwall, along with Dundee, Barrhead, Dumfries, Kirkintilloch/ Lenzie, Larbert/Stenhousemuir and Glasgow East End, will now use £15 million worth of funding to develop a wide range of initiatives.

The proposals include improvements to kerbs, footways and crossing facilities in the Quooybanks area of town, the provision of online interactive mapping for walking routes in Kirkwall, the introduction of 'travel buddies' to support people with physical or learning disabilities to use sustainable travel options and the introduction of a Path to Health scheme.

Roderick MacLeod, Councillor for Kirkwall West and Orphir said: "This is an exciting project for Kirkwall. As a Sustainable Travel Demonstration Town we will attract a great deal of interest from other authorities throughout Scotland as a flagship for sustainability, innovation and forward thinking.



"We hope that the project will be crucial in increasing the levels of active travel whilst reducing the proportion of short journeys made by car and promoting healthier lifestyles".

Stewart Stevenson, Minister for Climate Change and Transport, said: "with more cars on our roads, increasing levels of congestion and rising emissions, it is time for us all to look at our travel behaviour. We need to look at new ways to persuade people to consider more sustainable forms of travel. The proposals for Kirkwall are impressive and have the potential to improve travel options for thousands of residents. This initiative could also be used as a template for other local authorities to follow, showcasing the very best examples of sustainable travel initiatives from across Scotland, resulting in a catalyst for change throughout the whole country."

For more information go to:

www.orkney.gov.uk/kickstartkirkwall

What are the projects?

The 'car culture' in Kirkwall

This scheme involves tailored research to establish the cultural reasons as to why residents of Orkney are quite so attached to their cars or whether this is just hearsay. The investigation is required to understand better what is required to introduce a sustained behavioural change in Kirkwall towards more sustainable travel.

Town infrastructure – missing links

Following on from our active travel audit of Kirkwall in autumn 2008, the recommendations for hard measures will be implemented to ensure a joined up, integrated active travel network, bridging gaps and overcoming constraints.

Quoybanks active travel cohesiveness

This scheme involves residential infrastructure improvement works in the Quoybanks/Kirklands area of Kirkwall. Work includes pedestrian junctions which will connect the main walking and cycling routes from the Quoybanks area to destinations such as the town centre, hospital, Council offices and Kirkwall Grammar School.

Planning for sustainable housing & schools

The sustainable travel agenda will be integrated into the planning for housing and schools in order to encourage access as the primary means of travel. This scheme will ensure that planning for active travel is at the heart of zoning for housing and planning for new schools in Orkney.

GP Active Referral

This scheme sees the development of active referral so that GPs refer patients to active travel opportunities to encourage and assist patients in incorporating exercise into daily living (scheme linked with Community Pharmacy and a Path to Health).

Community Pharmacy

A local pharmacy has recently been refurbished to incorporate two counselling rooms to allow discussions and advice to take place in confidence. Pharmacies will be equipped with leaflets on routes within the town, and the Path to Health and pedometer packs to give patients at the end of a consultation as an incentive.

Promoting smarter travel choices in Kirkwall

A promotional strategy including travel maps and personalised travel planning (PTP) will be launched in partnership with NHS and the Energy Advice Centre.

Children and young people scheme and cycle training

This scheme will allow for the wider roll-out of the Scottish Cycle Training Scheme for young people. In addition, we wish to support and promote travel plans further in school.

Smarter Choices, Smarter Places bus measures

By equipping eight service bus vehicles with bike racks in the back of the vehicle, cyclists will be able to hail and ride to make another leg of their journey. This multimodal approach to sustainable travel acknowledges the challenges associated with Orkney's weather, and the sudden changes in it.

Wayfinding Strategy

A Wayfinding strategy will be developed and delivered, to provide a comprehensive mapping and signing network throughout town. This will help pedestrians and cyclists locate their destination point and locality on a map then using the associated directional signing and wayfinding to walk/cycle to their destination.

A Path to Health

Evidence from Paths to Health shows that a gentle leisure walk offers a first step to undertaking outdoor exercise, bridging the gap between not walking at all and walking as a means of transport. A Path to Health offers residents of Kirkwall a designated, attractive walk in the town, located on the existing bus network at the Peedie Sea.

Kirkwall independent sustainable travel (KIST)

KIST will support and aim to encourage all to use public transport in and around Kirkwall, but our focus will be on younger people with additional support needs, older people and visitors. Kirkwall is entirely appropriate to develop a sustainable travel programme tailored to those who need a little extra support to travel sustainably.

Road works for sustainable modes framework

This element will see the development of a policy and procedure to ensure that all proposed traffic works are audited to ensure access through the traffic work period for pedestrians, pushchairs and wheelchair users in addition to cars

If you would like more information about the project please contact:
laura.cromarty@orkney.gov.uk
Tel: 01856 873535 ext: 2535