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A photograph of the interior of a large, historic train station. The ceiling is a complex, high-arched structure of metal beams and glass panels, allowing natural light to filter through. People are walking through the station, some carrying luggage. The floor is polished and reflects the overhead lights.

## CIVITAS PORTIS TRANSFERABILITY

INSIGHTS INTO THE IMPLEMENTATION OF SMART MOBILITY MEASURES

# ABERDEEN

# MOBILITY MEASURE

## FOSTERING WALKING AND CYCLING



A publication by the CIVITAS PORTIS consortium

## MOBILITY MEASURE

### FOSTERING WALKING AND CYCLING IN ABERDEEN

#### WHAT IS IT ABOUT?

To increase the number of people walking and cycling, by improving the conditions for walking and cycling in Aberdeen. This encompasses identifying areas to increase space for pedestrians and cyclists, accompanied by behavioural change campaigns and supporting infrastructure.



#### KEY ELEMENTS

##### Pilots and infrastructural measures

- Undertake an analysis of origin/destination data and identify gaps in the network to encourage active travel trips for journeys under 5km; the results are also used to inform the Sustainable Urban Mobility Plan;
- Identify ways to increase space for pedestrians and cyclists through a range of measures at various locations. This includes undertaking a study to look at links between the new harbour and the city centre and the existing harbour and main rail/ bus station.
- Develop a cycle hire scheme for a greater modal choice and deliver cycle parking hubs linking to collective travel hubs;
- Improve wayfinding and the urban environment to encourage walking;
- Implement an extensive promotion and publicity campaign to create awareness, get people involved in the projects and encourage a mode shift to walking & cycling.



## CONTEXT & CHALLENGES

Aberdeen is Scotland's third largest city and the regional centre for the North East of Scotland. With around 95% of its inhabitants working in the city and 30% from the surrounding hinterland authority, Aberdeenshire, commuting into the city for work, this leads to a high number of transport movements.

There is a high car usage in the City, which causes congestion and has led to air quality issues with three areas in the city found to be exceeding agreed targets for PM10 and NOx emissions.

The harbour is situated in the heart of the city centre and, such as, there is busy traffic movement in and around the harbour mixed with having a popular retail park opposite it in the North Dee area of the city. Aberdeen Harbour Board is currently expanding and there is a £350 million investment in a new harbour situated to the south of the city. This new harbour is expected to welcome new economic opportunities, such as decommissioning, cruise ships and supports the new low carbon technology revolution in Aberdeen.

Aberdeen is going through a transformative period, especially within transportation, as it is realised that reducing vehicles and encouraging active travel in the city helps create a more attractive urban environment which is important for mental and physical well-being and helping create a city which our citizens are proud of, attracting investment as well as encouraging new and repeat tourism to the area. The funding from PORTIS to Aberdeen has been fundamental to help encourage active and sustainable transport



and founded a legacy which Aberdeen City Council, and our local partners, will continue to build-on.

Aberdeen City Council's City Centre Masterplan and Sustainable Urban Mobility Plan (SUMP), the latter produced as part of the CIVITAS PORTIS project, have identified various walking and cycling projects to improve the pedestrian and cycling environment in the City Centre such that it is easy and attractive to walk and cycle around. Further, the need for improved linkages to the Harbour Ferry Terminal, Railway and Bus Stations had also been acknowledged, along with the identification of Aberdeen Railway Station as a key cycle rental hub.

Participation in PORTIS, it was hoped, would enable the prioritisation of walking and cycling to be escalated in order to realise the associated environmental, air quality and health benefits associated with these two transportation modes.



## Drivers

### The AWPR route: strategic traffic route around the city alleviating the centre from through-traffic

Before the construction of the Aberdeen Western Peripheral Route (AWPR), which was fully opened in early 2019, the only dual carriageway route from north to south was through the city itself. With the AWPR, which takes strategic traffic around Aberdeen, now operational, traffic no longer has to use the city centre as a through route. Therefore, road space in the City Centre can be used differently. To this end, we will be establishing a new roads' hierarchy, looking at how people are routed into the city and how those corridors will provide for different modes and will allow for opportunities for the identification of areas of the City that could be given over to more sustainable modes of transportation, thereby creating safer and more attractive spaces for walking and cycling.

### New SUMP & walking & cycling projects

Encouraging commuters to opt for active travel modes instead of single occupancy vehicle journeys at peak times directly complements this measure.

The new SUMP will seek to affect a shift towards the City Centre becoming a destination rather than a through route, promoting more sustainable transport modes and supporting the integration and balanced development of all modes of transport. The plan has identified various walking and cycling projects to improve the pedestrian and cycling environment in the City Centre such that it is easy and attractive to walk and cycle around.

### New harbour development

The construction of the new harbour at Nigg Bay is also considered a driver to foster more sustainable transport modes, such as walking and cycling.

### Supporting strategies

- Scotland is extremely ambitious in climate change targets and is transitioning towards net-zero emissions (of greenhouse gases) by a target date of 2045. The Scottish Climate Change Targets feed into the strategies of which the below-mentioned ones are mainly used (but not limited to) for projects fostering active travelling:

- Aberdeen Net Zero Vision and Infrastructure Plan, developed in 2020, presents a series of projects that will support the city and region transition to a Net Zero Carbon Public Sector; Net Zero Carbon City and ultimately, a Climate Positive City. These include
  - Active Travel Superhighways
  - Pedestrianisation of city centre
- Aberdeen Local Transport Strategy (LTS)(2016-2021) which sets out the citywide transport strategy for the period. The LTS contains the aspirations that by 2021 Aberdeen's transport system should have:
  - A. Increased modal share for public transport and active travel;
  - B. Reduced the need to travel and reduced dependence on the private car;
  - C. Improved journey time reliability for all modes;
  - D. Improved road safety within the City;
  - E. Improved air quality and the environment; and,
  - F. Improved accessibility to transport for all.
- Aberdeen Active Travel Action Plan adopted by Aberdeen City Council in January 2017 and identifies the actions and interventions that the ACC will pursue to make walking and cycling safer and more attractive choices, and to increase the number of active journeys in our city. The work undertaken as part of this workpackage has helped to inform the refreshing of the Active Travel Action Plan, which is currently being undertaken.
- Health & Transport Action Plan was developed by National Health Service (NHS) Grampian and comprises two themes: transport and public health, and access to health and social care. Grampian is the region which covers Aberdeen City, Aberdeenshire and Moray local authorities.

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**SCOTLAND IS EXTREMELY AMBITIOUS IN CLIMATE CHANGE TARGETS AND IS TRANSITIONING TOWARDS NET-ZERO EMISSIONS**

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## Covid-19 & Spaces for People

During the final year of this project, and due to the global pandemic caused by COVID-19, society across Scotland was subject to a national lockdown and ongoing restrictions from March 2020. This meant, in effect, that a large percentage of the population who would previously have been travelling to and from work and for education was no longer doing so, with a proportion of that population adapting to working and studying from home. However, even throughout lockdown, citizens were encouraged to take daily outdoor exercise with walking and cycling promoted, at National and Local Level, as great ways of doing this. Although not part of the PORTIS activity per se, the region has been able to implement a series of temporary measures across the city to allow people to stay safe, to socially distance when moving around the city and with emphasis on supporting walking and cycling, given the resilience of both of these transport modes. Measures implemented include pedestrianisation, pavement widening, temporary bike lanes and one-way streets for traffic.

To enable the temporary measures, a new fund was launched by Scottish Government through Sustrans Scotland, called 'Spaces for People' and ACC was successful in bidding for and obtaining a grant of £1.76million under this scheme. ACC is working with partners, such as National Health Service (NHS) Grampian, to implement these temporary measures. Though this work has not been funded by PORTIS it is important to realise how PORTIS inputted to the measures; The work undertaken as part of this work package, mainly around the Origin and Destination study, has also been a key source of information to establish where the major movements are taking place in the city and ensuring that appropriate social distancing measure and provision can be made to support them. The implementation of additional bike parking, the promotion of active travel trails (with both online and hard copy maps) and supporting travel information are also assisting with this while it is hoped that launch of a bike hire scheme (subject to successful procurement) and further development of the smart journey planning tool will further build on this.

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**MEASURES IMPLEMENTED INCLUDE PEDESTRIANISATION, PAVEMENT WIDENING, TEMPORARY BIKE LANES AND ONE-WAY STREETS FOR TRAFFIC.**

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## MAIN ACTIVITIES

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### Origin & Destination study

In 2018, as part of the CIVITAS PORTIS project, Aberdeen City Council commissioned consultants AECOM to undertake an origin and destination study to identify where people are travelling to and from for commuter journeys. The study, relying mainly on Census data and supplemented by a range of sources including a Council-hosted public questionnaire, the Scottish Household Survey, Scottish Transport Statistics and user data from Strava, examined journeys with an origin and / or destination in Aberdeen City and Aberdeenshire of up to 10km, undertaken by people aged 16 years old or over for work and education. The consultants used data at Intermediate Zone Level (this divided Aberdeen into 49 zones and Aberdeenshire into 59) and split the journeys by mode and by distances (0-3km as typical walking distance, 3-5km as typical cycling distance, 5-10km as distance a more experienced cyclist may undertake as part of a daily commute ) to better understand where people are travelling and also looked at some socioeconomic statistics for each zone including car ownership and household income levels. In addition the consultants also included journeys of 10km+ and were able to identify journeys with an origin and/or destination in Aberdeenshire too.

### Identification of further space for walking and cycling

This saw the review of existing projects to encourage space in the city centre, such as the City Centre Masterplan and Core Paths plan to establish if any opportunities could be taken forward within the lifespan of CIVITAS PORTIS. It also saw the promotion of more pedestrian and cycle friendly spaces that were being delivered in the city, such as the Broad Street Improvement and Schoolhill Urban Realm projects.



Work was also undertaken to review the pedestrian and cycle links between the new harbour, under construction in the Bay of Nigg, and the City centre as well as the links between the current ferry terminal and main rail and bus stations. This resulted in the production of a study, which was informed by public and stakeholder consultation.

## Wayfinding

The implementation of wayfinding totems across the city through CIVITAS PORTIS not only demonstrates to the public the council's commitment to encouraging walking by providing more infrastructure but the quality of the information it supplies – maps to clearly show attractions, directional signage and 5-minute walking isochrones – all help to promote how easy it is to walk around Aberdeen.

By listening to public feedback and working with wayfinding designers the Council were able to identify decision points, such as junctions and gateways to the city as well as interchange points where people might be leaving a car or public transport and continuing a journey on foot. This not only helps to provide the right information at the right time but demonstrates how easily the journey can be undertaken on foot, thus reducing the reliance on the car.

In addition, walking trails maps have been funded, using additional funding brought in by using CIVITAS PORTIS as the match fund. These are available both online and as a hard-copy leaflet to aid wayfinding and give people an incentive to explore the city on foot. Investigation is currently underway to look at how the walking trails can be incorporated into the 'GoABZ' journey planning app (as an additional function). The GoABZ app was also developed as part of CIVITAS PORTIS in Aberdeen.

## Cycle hire scheme & Parking hubs

To better understand what a cycle hire scheme and necessary supporting parking should look like for Aberdeen and to gauge public opinion, Aberdeen City Council engaged a consultant to undertake an Options Appraisal to look at different cycle hire schemes and to establish if there is a model and approach that would work in Aberdeen. This was then able to inform the procurement process to engage a supplier to run the scheme. Following an unsuccessful first round, where no competent supplier was identified, this procurement process is still ongoing at the time of writing. The Council may also look to take a corporate account in the bike sharing scheme, both to promote it to staff to use as a means of getting around for work and in their spare

time, but also to lead by example in order to encourage members of the public and businesses to do the same.

## Promotion

Promotion of active travel has taken place with a series of events, publicity campaigns and printed information through the 'Getabout' branding which is local partnership to encourage active and sustainable travel in the North East Region.

In addition, as part of the travel Planning work package, a series of activities, which have led to the promotion of walking and cycling have taken place. These include promotional activities targeted to employers of specific business districts, such as Travel Planning Roadshows with seven businesses to understand the good and bad points of their journeys, what could be done to encourage them to travel more sustainably and also to inform them of the benefits of walking and cycling, including supplying them with resources to encourage them. Important lesson we learnt from this is if you give people an incentive to engage with the concept and they will be a willing audience.

## Civitas Portis enabled works

CIVITAS PORTIS funding has also enabled the Council to unlock even more external funding. Smarter Choices Smarter Places (SCSP) funding is one example. This is a Nationally-funded project financed by the Scottish Government and administered on their behalf by Scottish Walking Charity, Paths for All. Local Authorities are encouraged to use the SCSP funding to add value to existing schemes and also to take forward additional projects for which funding would not otherwise exist. This is a great example of where the Council can not only use the value of the committed Civitas PORTIS schemes to bring in more funding for behaviour change schemes across the city but is able to add further value to the work being undertaken by Civitas PORTIS.

Since 2017, the projects have been delivered under the Getabout brand, the Sustainable Transport Partnership for North East Scotland, and grouped under 4 project areas.

### These are:

- Getabout in the City; eg. Wayfinding: in order to further encourage people to go walking and explore the city, 7 thematic trail maps were produced. It is hoped that their production would also encourage people to walk more in everyday life including commuting too.

Undertaking of active travel promotion across city via radio, bus back and social media advertising and at events

- Getabout by Active Travel: eg. Creation of cycle lockers at a bus Park and Ride site where people could park on the outskirts of the city and cycle the rest of the way into the city centre. Promoted for hire on site and also on Aberdeen City Council and Park and Ride websites.
- Getabout for Education; eg. Road safety magic shows to encourage safer walking & cycling amongst 4-7 year olds, Support to the University of Aberdeen to deliver cycle maintenance stands, awareness raising campaigns and led rides. Promotion of walking and cycling to staff and students.
- Getabout by Sustainable and Environmentally-friendly vehicle.

The purpose of these groupings is the recognition that, as well as promoting the benefits of active travel to the whole city, it is important to recognise that different users have different needs and therefore the messages that you put out have to be tailored to the audience. However, all have the same goal of encouraging mode shift.

## Civitas Portis complementary projects

Due to the creation of space falling under the remit of the City Centre Master Plan and the Aberdeen City Region Deal, space was reallocated for walking and cycling but with different funding to PORTIS. Examples of this include Broad Street and Schoolhill Public Realm Improvements projects which have been largely very successful.

In the long term, Aberdeen is aiming to change people's travel behaviour from an early age, with campaigns specifically targeted to schools.



## BENEFITS & COSTS

### Benefits

At the end of the Civitas Portis project, although active travel is more popular, driving remains the most common method of travel in the city. We should also note that, due to the global pandemic caused by COVID-19, it was difficult to measure the true impact. However, it is hoped that with further implementation and development of active travel measures, many of which have been enabled by CIVITAS PORTIS, the active travel mode share will continue to grow. In the long term, the measures and other complementary projects to increase walking & cycling are believed to have the following benefits:

Local monitoring, undertaken in the months during lockdown has revealed large increases in walking and cycling across the city, demonstrating that there is an appetite from citizens to walk and cycle more. It is hoped that with the temporary measures, which have been implemented through the Spaces for People project to enable social distancing, people will continue to take advantage of increased opportunities to walk and cycle across the city and that this could lead to sustained, longer term behaviour change and build on the work undertaken through the CIVITAS PORTIS project.

**society – people:** Increase in awareness of target population. People are aware of the new measures being implemented. This is specifically fostered through involvement in questionnaires asking for information to feed the origin & destination study and wayfinding study, and by promotional activities. As the Council has been able to access external funding, in addition to CIVITAS PORTIS funding, both prior to and during the CIVITAS PORTIS project, which has helped with promotion and awareness raising of active travel, it is anticipated that the Council will continue to do this beyond the life of CIVITAS PORTIS.

Increase in percentage of population favourably receiving or approving of the measures being implemented. Increase in people using the measures being implemented. This will continue to be monitored through the annual City Voice questionnaire.

Physical accessibility towards transport services: By implementing the wayfinding boards at decision points, such as junctions as well as gateways to the city and at interchange points where people might be leaving a car and continuing a journey on foot. This not only helps to provide the right information at the right time but demonstrates how easily the journey can be undertaken on foot, thus reducing the reliance on the car. As well as the promotion that goes around obtaining information, the wayfinding infrastructure itself provides a great promotion and marketing tool to encourage walking.

## Transport system:

### Modal split:

- Due to the work implemented through Civitas Portis and the continued legacy work, Aberdeen is on its way to a 20% reduction in City Centre traffic and a 20% increase in cycling and walking. The COVID-19 pandemic has had a temporary effect on the movement of people, making 2020 an atypical year. Therefore, a longer term view should provide a more meaningful result.

### Traffic levels:

- The increase in cycling & walking will cause a significant reduction in traffic volumes

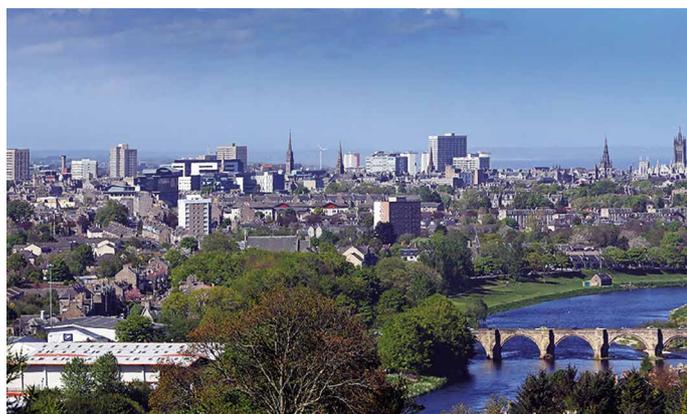
Transport safety: Reduction in injuries and deaths caused by transport accidents. This measure is important for contributing to the improvement of conditions for cycling in Aberdeen and to engender a culture change so that cycling becomes an everyday, safe mode of transportation. Although the total number of vehicle kilometres (vkm) travelled across the city has risen slightly (by 1.1%), a decrease in the number of casualties of almost 1/3 across the study period. The number of cyclists killed or seriously injured in Aberdeen fell by one-third, from 9 to 6; while the number of pedestrians killed or seriously injured fell by 20%, from 25 to 20. Aberdeen city has had a long-term reasonably high level of people walking to and from work and school. Levels of working within the city have been shown to increase by almost 4% over the course of the project, with this effect noticeable in the city centre but less so elsewhere.

## Costs

- O&D study –consultancy costs of 11,500 euros (est) and staff time approximately 15,000. Consultants have carried out the work and staff time has been used to procure and manage the consultant, organize consultation, read the resulting reports and analyse the resulting data afterwards.
- Space for walking and cycling –Staff Costs costs of estimated 20,000 euros (est). Staff costs have been used to meet with colleagues, to establish the baseline, to consult with members of the public, to carry out a study to look at the links between the new harbour and city centre and the existing harbour and train station and to work out where the O&D data could bring about improvements.
- Wayfinding – Staff Costs of approx..40,000 euros (est) and implementation of 80,000 euros). Staff costs have been used to carry out a study to establish the gaps in the wayfinding infrastructure, to consult with members of the public and stakeholders and will be used further in the procurement and implementation of this.
- Cycle Hire with Parking Hubs - Staff costs of 79,000 euros (est) and 23,000 euros (est) for consultancy. The consultancy monies were used to carry out an Options Appraisal study of Cycle Hire schemes to see if a suitable scheme existed for Aberdeen. Staff costs have been used for the procurement and management of the consultant, reporting the study to Council Committee, engagement with stakeholders and as well as for evaluation.
- Promotion and Publicity Campaign – Approximately 2,500 Direct Costs were spent on communication workshops, leaflets and evening talks and business breakfast events. The Council also maximized other external funding from Smarter Choices Smarter Places to undertake intensive active and sustainable transport campaigns in the Aberdeen City and Aberdeenshire areas.

## USERS & STAKEHOLDERS

- **The Transport Strategy & Programmes team** at Aberdeen City Council: responsible for the production, implementation and monitoring of transport policies, strategies and projects.
- **Roads Projects team at Aberdeen City Council:** responsible for design and implementation of transport schemes.
- **Road Safety and Traffic Management Team at Aberdeen City Council:** responsible for implementation of transport schemes and road safety issues.
- **Robert Gordon University:** Evaluation and validation partner
- **NESTRANS, Regional Transport Partnership:** responsible for the production of the Regional Transport Strategy and working with the relevant local authorities to fund and deliver it.



- **Getabout, the Sustainable Transport brand and partnership for the North East of Scotland** (made up of Aberdeen City and Aberdeenshire Councils, NESTRANS, University of Aberdeen, Robert Gordon University, North East Scotland College, NHS Grampian and the Energy Saving Trust (Scotland): collectively promote sustainable transport to their staff and the wider public under the Getabout brand.
- **Aberdeenshire Council's Transportation Strategy team:** responsible for promoting Active Travel in the neighbouring local authority area and can therefore influence behavior of people who commute into the city from their area.
- **NHS Grampian:** promote the health benefits of active travel to people.



- **Cycling groups**, such as Grampian Cycle Partnership and Aberdeen Cycle Forum: engage with the Council and continue to promote cycling and its benefits to the people of Aberdeen.
- **Sustrans:** National walking and cycling charity responsible for National Cycle Network through Aberdeen City
- **The Disability Equality Partnership** who the Council consult with to ensure that the views and needs of disabled people are fully considered in developing schemes.
- **Aberdeen & Grampian Chamber of Commerce:** Representing businesses across the city region
- **Citizens:** Engagement with citizens on wayfinding and engagements in other projects to inform decisions and foster engagement in projects & promote active travelling
- **Tourists:** Engagement with 'Visit Aberdeenshire' to establish the location of key routes and key destinations for tourists within the City Centre to inform the future location of wayfinding boards





## FROM CONCEPT TO REALITY

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### Origin & destination study

#### Preparation

The origin & destination study was completed and took around 12 months.

Key stages were:

- The drawing up of the brief, getting the agreement of the project team.
- The procurement of the consultant.
- The public consultation: Interaction with the public largely centred around promoting surveys to them in order to encourage their involvement with the explanation that the more data the Council obtained, the better future projects could meet their needs and wants. Through this measure, consultation was undertaken with users commuting along the corridor between the City centre and the emerging Nigg Harbour at an Active travel awareness event at Offices on the corridor.
- The undertaking of the study: relying mainly on Census data and supplemented by a range of sources including a Council-hosted, public questionnaire, the Scottish Household Survey, Scottish Transport Statistics and user data from Strava, examined journeys with an origin and / or destination in Aberdeen City and Aberdeenshire of up to 10km, undertaken by people aged 16 years.
- The receipt and approval of the study.

#### Barriers

While originally planned to take two months, the study was delayed by external barriers:

- Data/GDPR-compliance: Much of the data that was required relied on Scottish Census data which had to be sourced from the Scottish Government. Some of what was needed could not be released due to potential disclosure issues and what could be obtained required legal agreements to be signed so it could be released and viewed. Many of these agreements also had to be updated due to new General Data Protection Regulations (GDPR) and subsequent changes to the Scottish Government processes too.
- The main barrier was the availability of the Census data. Some of it was deemed too sensitive to release for fear of disclosure, requiring changes to the project while the data that could be released was subject to legal processes which were time consuming and sometimes changed, requiring further work and updates to legal information. The level of data received allowed a meaningful project to be completed and details about where the main movements were taking place to be identified. If a similar exercise was done again it would be sensible to allow more time and check first what information was actually available for release from the Scottish Government.

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**IT IS WONDERFUL TO UNDERTAKE A PIECE OF WORK, SUCH AS THE ORIGIN AND DESTINATION STUDY AND KNOW THAT THE RESULTS ARE NOT JUST HELPING TO FULFILL THE EU PROJECT OBJECTIVES BUT WILL INFORM OUR POLICY, STRATEGY AND FUTURE FUNDING BIDS FOR NEW INFRASTRUCTURE YEARS AFTER THE PROJECT FINISHES**

**ALAN SIMPSON, MEASURE LEADER**

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## Implementation & next steps:

- As the value of the Origin and Destination study lies in its ability to inform future policy, strategy, plans and funding bids, the main audience it will be promoted to are those who work in these areas. Therefore, it is proposed to hold a workshop with Officers from Aberdeen City and Aberdeenshire Councils, as well as NESTRANS, the Regional Transport Partnership, to present the main findings and ensure they are familiar with how the data is presented and how to extract the relevant information from the main report document and supporting information.
- The Origin and Destination Study and Harbour to City Centre study will also be used to inform the refreshing of the Council's Active Travel Action Plan, which will map the Council's walking and Cycling plans and projects from 2021 onwards.
- The Origin and destination Study will be used to inform future studies, such as the Bridge of Don to Aberdeen City Centre corridor, to look at improving walking and cycling uptake across the city.
- In terms of promotion of the study to the public, future plans, policies strategies and projects which are informed by the study should reference it in order to give the public confidence that they have been developed with the help of a sound evidence base.

## Space for Cyclists and pedestrians

### Preparation

The base line took around 3 months to complete, the study took around 6-12 months and the analysis of O&D data to fill the gaps around 2 months. Key stages were the identification of projects to be progressed in next 3 years, Survey of Public, Review of Core Paths Plan, Review of Links to new harbour from City Centre, Review of Links from existing harbour to rail station, establish from O&D study where key links would bring best value and produce a plan/priority list and incorporate into SUMP.

### Barriers

Although not within the remit of the project, a possible barrier will be whether monies for implementation beyond the life of CIVITAS PORTIS can be sought. However, these studies do form added justification when producing business cases and funding bids.

## Implementation and next steps

Take the findings of the study forward to inform future work and subsequent funding bids to continue PORTIS legacy.

## Wayfinding

### Preparation

The wayfinding study has been completed, gaps identified and funding is available to implement. This has created the opportunity to work with partners. Key stages have been to meet with internal partners to establish current plans, consult with the public – both people who were new to Aberdeen as well as (future) visitors and public residents - on gaps and preferred forms of wayfinding, production of the study and the future will see rollout of this.

### Barriers

The main barrier has been finding suitable stakeholder contacts in the business and tourism communities. However, engagement with public and other groups was still possible. In order to reach a broad audience, a questionnaire was published online and made live around the time that new students were arriving in Aberdeen to attend university, with agreement reached with the universities that they would promote it to students, and it was also promoted via tourist channels. In addition, on-street questionnaires were taken to maximise participation. The Council would follow the same process again.

## Implementation and next steps

Survey members of the public to establish their views on the additional infrastructure and continue to identify future opportunities to further grow wayfinding infrastructure in the city.

## Cycle hire

### Preparation

The preparation for the Cycle Hire Scheme was around 12-15 months. This involved forming a project team, agreeing a brief, the procurement of the consultant, the undertaking of the study, the receipt and approval of the study and reporting the findings to committee. The Options Appraisal for Cycle Hire has demonstrated evidence to suggest that a cycle hire scheme could work in Aberdeen and has identified some models which could be considered.

## Barriers

A major barrier was the ability to attract any competent bids from potential operators when the first procurement exercise was undertaken. However, the positive has been that the Council now has a greater understanding of the market and has been able to go out to market for a second time to try and attract an operator. We would follow the same process again.

## Implementation & next steps

- Conclude the results of the second procurement exercise and hopefully be in a position to award the contract to an operator.
- If successful, work with the operator to roll out and promote the scheme; undertake an options appraisal to investigate what cycle hire model would work.
- Subject to discussions with a successful operator, the Council may also look to take a corporate account in the bike sharing scheme, both to promote it to staff to use as a means of getting around for work, and in their spare time, but also to lead by example in order to encourage members of the public and businesses to do the same.

## Promotional campaigns, publicity and events

### Preparation

These are done on an annual basis and, recently, have been enabled by using the PORTIS funding as a match fund to bring in Scottish Government funding through the “Smarter Choices Smarter Places” programme with campaigns co-ordinated under the Getabout brand which is the brand for sustainable transport in the North East of Scotland. Publicity around active travel includes public information advertisements on the backs of buses and on radio, a roadshow event in a shopping centre, the annual car free day event in Aberdeen, production of walking trail and cycling maps, road safety magic shows in schools, cycling roadshows in schools and funding a resource to go into schools to encourage more walking and cycling. These will be delivered with other Getabout partners.

### Barriers

In some cases events have been unable to go ahead due to external conditions such as adverse weather conditions while the global COVID-19 pandemic has affected the ability to undertake some of the planned promotional activities

in 2020. However revised messaging and travel guidance has been advertised in alignment with current government guidance and the promotional campaigns are now hoped to help ‘lock-in’ active travel and associated benefits.

## Implementation and next steps

- If certain activities are not able to go ahead, look to reallocate funding elsewhere in the promotional programme to more resilient activities i.e in 2018 Aberdeen’s In Town Without My Car Day had to be cancelled due to weather conditions.
- Continue to bid for external funding, beyond the lifespan of CIVITAS PORTIS, to deliver further promotional activities.

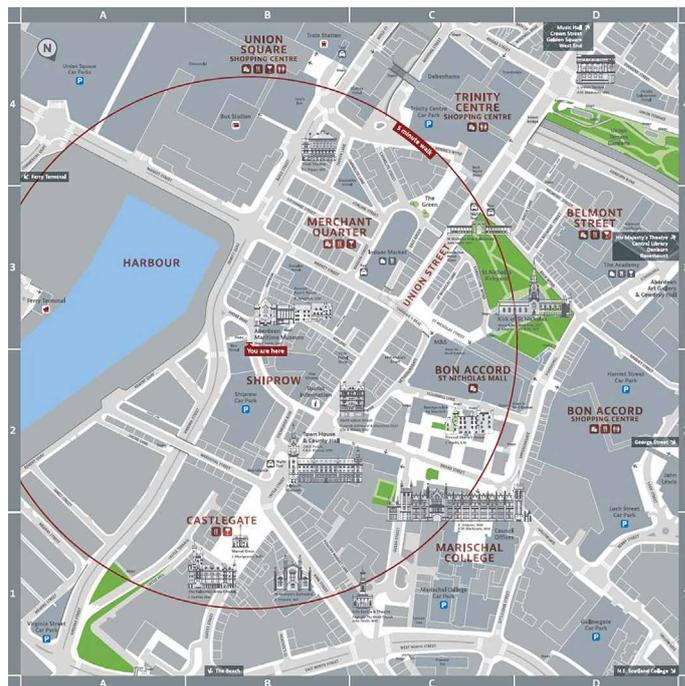
## Public Workshops and Exhibition

Engagement with participants outside of the ‘core’ data collection activity - and the notion that subjective and qualitative responses to what may be required to promote, support and sustain active travel - was considered essential in determining future planning which may be undertaken in Aberdeen. This evaluation also created a possibility of better understanding why certain measures may prove to be successful, or what barriers may need to be overcome in both the project duration and the project legacy. In March 2020, the local evaluation team (Robert Gordon University) undertook two-day public workshops and an exhibition titled ‘ABERDEEN ONE STEP AT A TIME: How to prioritise movement of people and make walking cool?’. The exhibition demonstrated possibilities that city creates or is about to create to encourage more walking and cycling as well summing up research about the notions of accessibility, place making, human scale and walkable urban environment within the city centre of Aberdeen.

‘Abstracted Aberdeen’, which also formed part of the exhibition had an aspiration to encourage public and community engagement to re-imagine the city, generated new ideas and meaningfully engage in the process of a change in Aberdeen. By making extensive use of traditional architectural visualisation and emerging digital technologies - mobile laser scanning, various journeys through the city were recorded and an alternative – ‘abstracted’ version of Aberdeen was acknowledged and utilised to embody the essence of Aberdeenness and how it feels to walk through the city’s main streets, tunnels and underpasses.

# CIVITAS PORTIS TRANSFERABILITY

The act of ‘mapping through walking’ became conceivable and the city was re-imagined. By capturing key areas, walking routes and elements of urban realm where possible urban interventions were feasible and then being able to present these in novel and perhaps striking ways, even to participants who are familiar with the urban environment within Aberdeen, we have been able to present participants with a new vision of the city which can provide an enlightenment or illumination. We have also been able to discover the ways in which the urban context of Aberdeen can in itself help to support not only increased levels of walking for health related reasons, but also to help us better understand how the users, occupants and visitors to the city might explore, utilise and view the urban environment. A selection of the digital environments which have been created in Aberdeen will be made available online as part of the project legacy.



## Cycle hire

- The team at Aberdeen City Council has reflected that working in isolation is not good practice and cross-partner working is important for the success of the project.
- Although perhaps unique to Aberdeen, permissions and agreements were required from a third-party organisation with reference to the Wayfinding totems and this should be noted should other cities wish to pursue similar projects.
- The importance of considering not just how to market and promote active travel to people. The need to ensure that consultations are properly promoted is equally important so that people have the chance to feed into the development of active travel-related schemes to ensure that they end up with something that is useful to them and buy into the concept. Furthermore, the importance of fully promoting the benefits of something, like the Origin and Destination study, to fellow transport practitioners, ensures that they understand how to get the most from the data to ensure that the project realises its full value.
- Certain activities, like the Origin and Destination study, may take longer than planned due to the need to obtain data from external parties and to work within their timescales, processes and legal frameworks.

- Not all projects achieve the expected result, even if the correct process is followed. This is especially true of the cycle hire scheme where, despite the research, a competent bid was not received the first time around. However, lessons learned have enabled procurement documentation to be updated and a new procurement exercise to be launched.

## IS THIS SOMETHING FOR US?

- Studies prior to implementation may be time consuming but they ensure that a robust case, informed by the public and stakeholders, is used to inform implementation
- The work that is done through CIVITAS PORTIS has much further reaching benefit than just the EU project. It can inform other projects, funding bids and can be used for infrastructure that will out-live the project. Therefore, taking the time to do things right will have wide-reaching benefits.

# CIVITAS PORTIS TRANSFERABILITY



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More info about CIVITAS PORTIS can be found on our website: <http://civitas.eu/portis>

## PARTNERSHIP

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Aberdeen City Council



Aberdeenshire Council



Aberdeen Harbour



Nestrans



Robert Gordon University Aberdeen

## IMPRINT

All content and pictures were provided by the CIVITAS PORTIS project partners of Aberdeen.

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