Appendix A - Draft Aberdeen Local Transport Strategy Consultation Report

- 1. Developing the Draft Local Transport Strategy
- 1.1. The Need for a new Local Transport Strategy
- 1.1.1 The current Aberdeen Local Transport Strategy covers the period from 2016 to 2021. Since 2016, a lot has changed in Aberdeen including:
 - The opening of the Aberdeen Western Peripheral Route and Balmedie to Tipperty, South College Street and Haudagain junction road improvements
 - Rail improvements including double tracking of the railway between Aberdeen and Inverurie and opening of Kintore Station
 - The extension to the Port of Aberdeen in the Bay of Nigg
 - The opening of TECA, the new Aberdeen exhibition and conference centre
 - Improved active travel infrastructure
 - The launch of the Aberdeen Low Emission Zone
 - A greater number of people working from home and shopping on line more frequently
 - A large increase in the number of plug in vehicles on the roads
 - Delivery of aspects of the Aberdeen City Centre Masterplan, including Union Terrace Gardens, Aberdeen Art Gallery, Broad Street and Marischal Square as well as greater walking, wheeling, cycling and bus provision in the city centre core.
- 1.1.2 In addition, the adoption of the new National and Regional Transport Strategies in 2020 and 2021 respectively, the Regional Economic Strategy in 2023, the refresh of the Aberdeen City Centre Masterplan and its incorporation of the beach in 2022 as well as adoption of Aberdeen's Net Zero Routemap and supporting Mobility Strategy in 2022, all have implications for the city's transport network. A new Local Transport Strategy is needed to respond to these.

1.2 Setting the Direction of Travel

1.2.1 As well as reviewing the 2016 Local Transport Strategy and national, regional and local plans, policies, strategies and projects in order to establish what the new strategy should cover, a "Main issues Consultation" took place in October and November 2021. This was open to all members of the public and key stakeholders. It was imperative that this took place before a draft strategy had been written in order to make sure that the views of the people shaped the document from the start.

1.2.2 All of this work identified the Key Drivers, Challenges and Opportunities that the new Local Transport Strategy should cover along with the development of Objectives to meet these. This was then presented to committee back in August 2023 as part of the Main Issues Report to the Draft Local Transport Strategy

https://committees.aberdeencity.gov.uk/documents/s148275/Appendix%20A% 20-%20Draft%20main%20issues%20report%20consultation%20version.pdf

- 1.2.3 In order to develop the Local Transport Strategy a Scottish Transport Appraisal Guidance (STAG) based approach, following the key STAG principles, was adopted. STAG is a Scottish Government tool which represents best practice guidance for transport appraisals. The Scottish Government advise that an appraisal using STAG is required whenever Scottish Government funding, support or approval is needed to change the transport system.
- 1.2.4 Having identified the problems, opportunities and objectives to meet them, STAG then advocates the generation of approaches that a strategy should take to ensure that the objectives are met and the appraisal of those options to identify the one that best achieves this. This Options Appraisal was then presented to committee back in August 2023 as part of the Draft Local Transport Strategy

https://committees.aberdeencity.gov.uk/documents/s148276/Appendix%20B %20-%20Option%20Appraisal%20Report.pdf

2. Draft Local Transport Study - Public and Stakeholder Consultation

2.1. The Process

- 2.1.1. The consultation on the draft Aberdeen Local Transport Strategy, appendices and supporting documents took place from Friday 17 November 2023 to Friday 12 January 2024. An online consultation was made available through the Council's Citizen Space platform with hard copy documents and questionnaires also available in all libraries and at Marischal College Reception. This report summarises the responses.
- 2.1.2. The consultation was publicised online and in the local press via two newspaper advertisements. Community Councils and Elected Members were also made aware of the consultation. In addition around 250 stakeholder consultees were contacted about the consultation. Hard copies of the documents were made available in all Aberdeen City Council libraries and in Marischal College reception.

2.2. Consultation Design and Responses

- 2.2.1. The questionnaire contained a total of 31 questions these are listed in Appendix B of the committee report. The first thirteen were promoted at individuals and asked them questions about themselves and their travel behaviours. Questions 14,18,24,26,27.28.29.30 and 31 were all completely open, inviting qualitative (written opinion) style responses while questions 15,16,17,19.20,21,22 and 23 all were quantitative (pick an option) with the ability for the respondent to add a qualitative comment if they had answered in the quantitative part that they Slightly or Strongly Disagreed.
- 2.2.2 In total, **536** respondents responded to the online questionnaire. Of these respondents, 513 were individuals and 18 from organisations with 5 not specifying.

2) Are you answering

Option	Total	Percent
As an individual?	513	95.71%
On behalf of an organisation? If so, please state which.	18	3.36%
Not Answered	5	0.93%
Total	536	100

2.2.3 In addition, a further 10 responses were received directly from stakeholders but not in the questionnaire format.

3. Consultation Results

3.1. "Individual Only" Question responses to the questionnaire

3.1.1. These thirteen questions were made available only to those who were answering as an individual. The most popular answers are marked in green.

1: Please give us the first four digits of your postcode

Post code (first 4 digits)	Area Covered	Number of responses	Percentage of total
AB15	Bieldside, Craigiebuckler, Cults, Hazlehead, Kingswells, Mannofield, Milltimber, Summerhill	71	13.2
AB11	Ferryhill, Torry and the area to the South of Union Street and east of Holburn Street	43	8
AB12	Altens, Ardoe, Banchory Devenick, Blairs, Bridge of Dee, Cove Bay,	43	8

	Kincorth, Maryculter, Nigg, Portlethen, Tullos		
AB21	Blackburn, Bucksburn, Dyce, Fintray, Kinellar, Newmachar, Whiterashes	42	7.8
AB24	Old Aberdeen, Woodside, Tillydrone, Seaton, Bedford, Hanover	42	7.8
AB10	Bridge of Dee, Mannofield, Ruthrieston, City Centre North and West	40	7

3.1.2. The above shows that the top 6 most popular postcode areas for respondents to the survey. The table below shows that the responses from individuals made up the majority of the responses received (95.7%).

3.1.3. In terms of respondents themselves

- The highest number of respondents to the questionnaire were 46-55 years old, and that 58.7% of respondents were aged 46 or over.
- Almost three quarters of the respondents did not have a disability that affected their travel. By contrast, 12% of respondents had a disability that affected their travel.
- The most popular group for respondents were full time workers almost 56%. Those in employment (full and part time) made up nearly 68% of respondents with retirees being the second highest group of respondents (nearly 20%). Those in employment and those retired accounted for 88% of all respondents. The number of non responses "I'd rather not say "and "not answered' made up around 13%.
- Male respondents made up just over half of the respondents 51% compared with 35% of female respondents.
- Almost 70% of respondents were straight/ heterosexual

For further details, see the tables below

3) Which age bracket do you fall into

Option	Total	Percent
46-55	124	23.13%
56-65	99	18.47%
36-45	98	18.28%
65+	87	16.23%
26-35	66	12.31%
Not answered	22	104.76%
17-25	21	3.92%
I'd rather not say	19	3.54%
Under 16	0	0.00%
Total	536	100.00%

4: Do you have any disabilities which affect your travel?

Option	Total	Percent
No	400	74.63%
Yes	64	11.94%
I'd rather not say	45	8.40%
Not Answered	27	5.04%
Total	536	100%

5: What is your employment status?

Ontion	Total	Doroont
Option	Total	Percent
Working full time	300	55.97%
Retired	107	19.96%
Working part time	42	7.84%
I'd rather not say	31	5.78%
Not Answered	24	4.48%
Undertaking full time education or training as a student	12	2.24%
Long-term sick or disabled	11	2.05%
Other	8	1.49%
Full time carer	7	1.31%
Undertaking full time education as a pupil at school	4	0.75%
Unemployed	3	0.56%
Total	549	102.43%
Percentages worked out based on	536	100%
Suggests some people answered more than once. However, percentages based on 536 to reflect this.		

6: What sex do you identify as?

Option	Total	Percent
Male	272	50.75%
Female	188	35.07%
I'd rather not say	50	9.33%
Not Answered	25	4.66%
Other	1	0.19%
Total	536	100

7: What is your sexual orientation?

Option	Total	Percent
Straight / Heterosexual	374	69.78%
Prefer not to say	107	19.96%
Not Answered	37	6.90%

Gay	7	1.31%
Other	6	1.12%
If you prefer to use another term, please state: (Optional)	3	0.56%
Lesbian	2	0.37%
Total	536	100

3.1.4. For ethnicity, nationality and religious beliefs:

- The largest category who answered Question 8, below, were those who did not answer the question (almost 40%). Of those who did answer, White, British and Scottish were the most popular answers. In total 33% were British, 21.7% were Scottish and 50.7% were white.
- The largest category who answered Question 9, below, were also those who did not answer (62.8%)

In both cases only the most popular answers are shown

8: Please indicate your ethnicity and nationality in your own words. (For example, White British) (This guestion is optional)

Ethnicity and Nationality Type	Total	Percentage
N/A	213	39.74%
British White	163	30.41%
White Scottish	99	18.47%
Scottish	17	3.17%
British	14	2.61%
White	10	1.87%

9: What religion, religious denomination or body do you belong to? (This question is optional)

Religion, Religious Denomination or		
Body	Total	Percentage
Not answered	337	62.87%
None	93	17.35%
Church of Scotland	31	5.78%
Christian	25	4.66%
Athiest	13	2.43%

3.1.5. For questions around marital status, pregnancy and caring for others

• The largest category who answered Question 10 were married/ civilly partnered, who made up 47% of respondents.

- Just over 80% of respondents answered that they were neither pregnant nor on maternity leave. Less than 1% were pregnant or on maternity leave combined.
- Just under 60% of those who answered Question 12 did not look after or give help or support to people. Less than half of this, around 27%, did.

10: What is your legal marital status?

Option	Total	Percent
Married / Civil partnership	252	47.01%
Single	117	21.83%
Prefer not to answer	89	16.60%
Not Answered	34	6.34%
Divorced	33	6.16%
Widowed	11	2.05%
Total	536	100

11: Are you pregnant or on maternity leave?

Option	Total	Percent
Neither	431	80.41%
Prefer not to say	61	11.38%
Not Answered	42	7.84%
Yes - Pregnant	1	0.19%
Yes - Maternity leave	1	0.19%
Total	536	100

12: Do you look after, or give any help or support to family members, friends, neighbours or others because of either: long-term physical/mental ill-health/disability; or problems related to old age? Do not count anything you do as part of your paid employment.

Option	Total	Percent
No	316	58.96%
Yes	143	26.68%
Prefer not to say	42	7.84%
Not Answered	35	6.53%
Total	536	100

3.1.6. In looking at responses to Question 13 (below):

- Over half of respondents walked daily with almost 70% walking at least a few times a week.
- Over half of respondents never cycled with only around 12% cycling at least every 6 months.
- Over three guarters of respondents had never cycled an eBike.
- The most popular answer for bus use was 'never' (almost 20%).
- Just over 20% used the bus at least once a week.
- Over three guarters of respondents never used the park and ride.
- The most popular answer for how often respondents use the train was 'never'.
- The most popular answer for how often people use a taxi was 'at least every 6 months'.
- The majority of respondents never use a motorbike, moped or motorised scooter, and have never used the car club.
- When added together, those who used their car at least once a week as the driver made up 59% of respondents with 37% using it daily. However, 30% never drove.
- Around 32% of respondents were passengers at least once a week
- Only the most popular responses are shown

13: How often do you use the following modes of transport?

Walking/ Wheeling

Option	Total	Percent
Daily	279	52.05%
A few times a week	93	17.35%
At least once a week	45	8.40%
Never	39	7.28%
Not Answered	33	6.16%

Cycling (standard bike)

Option	Total	Percent
Never	297	55.41%
At least every 6 months	50	9.33%
Not Answered	49	9.14%
Less than once a year	27	5.04%
At least once a fortnight	10	1.87%

Cycling (eBike)

Option	Total	Percent
Never	421	78.54%
Not Answered	67	12.50%

Bus

Option	Total	Percent
Never	99	18.47%
At least every 6 months	80	14.93%
At least once a month	66	12.31%
At least once a year	56	10.45%
Less than once a year	53	9.89%
A few times a week	45	8.40%
At least once a week	39	7.28%
Not Answered	37	6.90%
At least once a fortnight	35	6.53%
Daily	26	4.85%

Park and Ride

Option	Total	Percent
Never	420	78.36%
Not Answered	44	8.21%
Less than once a year	32	5.97%

Train

Option	Total	Percent
Never	144	26.87%
At least every 6 months	108	20.15%
Less than once a year	87	16.23%
At least once a year	84	15.67%
At least once a month	48	8.96%
Not Answered	43	8.02%

Taxi

Option	Total	Percent
At least every 6 months	140	26.12%
Never	127	23.69%
At least once a year	79	14.74%
Less than once a year	63	11.75%
At least once a month	53	9.89%
Not Answered	44	8.21%

Motorbike/Moped/Motorised Scooter

Option	Total	Percent
Never	441	82.28%
Not Answered	50	9.33%

Car Club

Option	Total	Percent
Never	459	85.63%
Not Answered	51	9.51%

Non plug-in car/ van as driver

Option	Total	Percent
Daily	199	37.13%
Never	161	30.04%
A few times a week	96	17.91%
Not Answered	39	7.28%

Non plug-in car/ van as passenger

Option	Total	Percent
Never	179	33.40%
A few times a week	79	14.74%
At least once a week	63	11.75%
Not Answered	58	10.82%
At least once a fortnight	45	8.40%
At least once a month	41	7.65%

Plug-in car/ van as driver

Option	Total	Percent
Never	420	78.36%
Not Answered	62	11.57%

Plug-in car/ van as passenger

Option	Total	Percent
Never	422	78.73%
Not Answered	60	11.19%

3.1.7. In summary, the largest groups of respondents were:

Male (50.75%) Female (35.07%)	Over 45 (58.7%) 45 and under (34.51%)	Full time workers (55.97%) Retired (19.96%)	Straight/ Heterosexual (69.78%) Gay (1.31%)	British/ Scottish White (56.53%) Didn't answer (39.73%)	Married/ Civilly Partnered (47.01%) Single (21.83%)
Living in an AB15 postcode (13.2%) AB11 (8.02%) AB12 (8.02%)	Did not have a disability that affected travel (74.63%) Did have a disability that affected travel (11.94%)	Answered as individuals (95.71%)	Not pregnant or on maternity leave (80.41%) Pregnant/ on maternity leave (0.38%)	No voluntary caring responsibilities (58.96%) Voluntary caring responsibilities (26.68%)	Never use Park and Ride (78.36%), Never use train (26.87%), Never use motorcycle (82.28%), Never use car club (85.63%)
Never cycle (55.41%) or use an eBike (78.54%)	Never take the bus (18.47%)	Walk daily (52.05%)	Use a taxi every 6 months (41.61%)	Don't use a plug-in vehicle (78.54%)	Drive daily (40.3%) Never travel as passengers in a car/ van (33.4%)

3.2. Responses to the Quantitative Questions

- 3.2.1. The 9 quantitative questions (pick an option) were available to both individuals and organisations. These were Questions 15,16,17,19,20,21,22,23,25 and are presented below. For the full list of questions please refer to Appendix B to the committee report. In total, 536 respondents responded to these questions. Of these, 513 were from individuals, 18 were from organisations and 5 did not state which.
- 3.2.2. The organisations who responded are shown below in the table below:

Institute of Directors	Sustrans Scotland
Sentinel Marine Ltd	Confederation of Passenger
	Transport Scotland
Ferryhill and Ruthrieston Community	Paths for All
Council	
Port of Aberdeen	Scotland's Railway
Scotland's Rural College	Co Wheels Car Club
Grandholm Village Residents	CoMoUK, the national charity for the
Association	public benefits of shared transport
Hurch	Aberdeen City Health and Social
	Care Partnership
Rosemount and Mile End	North East Sensory Services
Community Council	(NESS)
Newtonhill Cycling Group	One un-named

- 3.2.3. The table below shows the answers to the quantitative questions from all respondents. For all questions, respondents were given a choice of 5 answers strongly agree, slightly agree, neither agree nor disagree, slightly disagree and strongly disagree. Some people also chose not to answer each question. For ease of analysis, these have been grouped into simply agree, disagree or neutral.
- 3.2.4. Despite only having a sample size of 18, the organisation-only questions were separated from the rest to see if there was a difference in the way they answered. The results, with comment, are shown below:

Question	All respondents (536)	Organisations only (18)	Comment
15. Do you agree with the Key Drivers?			
Disagree	50.37%	16.70%	For all respondents, the most
Agree	ee 30.78% 55.60 °		popular answer is 'disagree' with the key drivers, with just over
Neutral	16.60%	11.10%	

			pulling out the organisational answers only there is a difference of opinion as the most popular answer amongst them was 'agree'.
	agree with the		For all respondents, the most
Agree	50.40%	77.80%	popular answer is to 'agree' with
Disagree	29.70%	5.60%	the challenges, with just over 50%
Neutral	16.60%	0	of the votes and over 78% of the organisation only vote.
	agree with the	9	For all very and outs, the week
Opportuni Agree	ties ? 28.90%	66.70%	For all respondents, the most popular answer is 'disagree' with
Disagree	48.50%	11.10%	the opportunities, with just under
Neutral	20%	5.60%	half of the vote. However, on pulling out the organisational
7.00 3.11 3.1	20,0	0.0070	answers only there is a difference of opinion as the most popular answer amongst them was 'agree', with 2 thirds of that vote.
19: Do you Vision?	agree with the	e proposed	
Agree	46.60%	77.80%	For all respondents, the most
Disagree	36.10%	5.60%	popular answer is to 'agree' with the vision, with just under half of
Neutral	14.40%	0	the vote, rising to just over 3/4 for the organisations only vote.
20։ Do you	agree with the	e Objectives?	
Agree	37.50%	77.80%	For all respondents, the most
Disagree	44.20%	5.60%	popular answer is 'disagree' with the objectives, with around 44%
Neutral	14.20%	0	of the vote. However, on pulling out the organisational answers only there is a difference of opinion as the most popular answer amongst them was 'agree' with over 77% of the vote.
21: Do you to 2030?	agree with the	e Outcomes up	
Agree	32.10%	72.20%	For all respondents, the most
Disagree	52.50%	11.10%	popular answer is 'disagree' with the outcomes up to 2030, with
Neutral	0.125	5.60%	just over half of the vote. However, on pulling out the

			organisational answers only there is a difference of opinion as the most popular answer amongst them was 'agree', with 72% of the organisations only vote.
22: Do you beyond 20	agree with the 30?	e Outcomes	
Agree	31.90%	66.70%	For all respondents, the most
Disagree	46.40%	16.70%	popular answer is 'disagree' with the outcomes beyond 2030, with
Neutral	18.30%	5.60%	around 46% of the vote. However, on pulling out the organisational answers only there is a difference of opinion as the most popular answer amongst them was 'agree', getting 2/3 of the organisation only vote.
23: Do you	agree with the	e Outputs?	_ "
Agree	31.90%	72.20%	For all respondents, the most popular answer is 'disagree' with
Disagree	47.20%	11.10%	the outcomes beyond 2030, with
Neutral	16.60%	5.60%	just under half of the vote. However, on pulling out the organisational answers only there is a difference of opinion as the most popular answer amongst them was 'agree', getting 72% of the organisation only vote.
25: Do you areas cho	agree with the sen?	e 40 topic	
Agree	37.50%	77.8%	For all respondents, the most
Disagree	33.21%	5.6%	popular answer, with 37.5% of the vote is 'agree'. This rises to
Neutral	25.19%	0	almost 78% when the organisation only vote is taken into account.

- 3.2.5. Further analysis was then performed on the above questions, looking to establish if different groups of people answered the questions differently. Despite the Key Drivers, Opportunities, Objectives, Outcomes and Outputs being disagreed with overall (when all respondent answers were considered), there were some differences across the groups.
 - Those who cycled (n=70) and took the bus (n=110) at least once a week actually agreed with them all overall.

- Those who drove a non plug-in car at least once a week (n=317) were the ones who agreed least with them. The only area they agreed with overall was the challenges.
- For females (n=188), more of them agreed with all aspects Key Drivers, Challenges, Opportunities, Vision, Objectives, Outcomes Outputs and Topic Areas than male respondents. Both sexes disagreed overall with the Key Drivers, Opportunities, Outcomes up to 2030, and Outputs. However, only the men (n=272) also disagreed overall with the Objectives, Outcomes Beyond 2030 and Topic Areas.
- The 17-25 year old age group (n=21) agreed with the most it was only the opportunities that they disagreed with most. By contrast, the age group that agreed with the least was the 56-65 year olds (n=99) who only agreed overall with the Challenges.
- For postcode areas where the number of respondents was more than 30, those in AB24 (n=42) had the most supportive people, agreeing with everything overall apart from the Opportunities. By contrast, those in AB16 (n=30) disagreed overall with all of the areas.
- Full time workers (n=300) were more critical than part time ones (n=42). Both disagreed overall with the Opportunities but the full timers also disagreed overall with Key Drivers, Opportunities, Objectives, Outcomes and Outputs.
- Males, full time workers, those aged 56-65, non plug in car drivers who drove at least once a week and those in the AB16 postcode area were the most critical. By contrast, women, people who cycled or used the bus at least once a week, those aged 17-25, those in an AB24 postcode and part time workers were the most in agreement.
- 3.2.6. The results show that, for the individuals responding to the consultation, there are some areas where "disagree" was the most selected option. This was true for the Key Drivers, Opportunities, Objectives, Outcomes both up to and beyond 2030 and Outputs. It is therefore necessary to investigate further why this may be the case. To do this, the answers to some of the qualitative question will be further investigated. For questions 15,16,17,19, 20,21,22 and 23 above, respondents were given the option to give comment as to why they picked either "slightly disagree" or "strongly disagree". These answers will be explored further in Section 3.4.

3.3 Responses from Organisations and Stakeholders

- 3.3.1 As mentioned previously, 18 organisations responded to the consultation questionnaire. Details of them can be found in section 3.2.
- 3.3.2 In addition, 10 other stakeholders provided separate written responses to the consultation, not in the questionnaire format. These were:

Nestrans	Aberdeen Airport
NHS Grampian	The ACC Hydrogen Team
Transport Scotland	The ACC Local Development Plan
	Team
Aberdeen Cycle Forum	University of the West of England
Stagecoach	Cults, Bieldside and Milltimber
_	Community Council

- 3.3.3 This gave a total of 28 responses from organisations/ stakeholders. The responses from the organisations/ stakeholders had largely followed the structure of the Draft Local Transport Strategy document and can be neatly arranged under it. Several of the comments received did not lead to proposed changes to the document or the content. The main suggestions for amendments are shown in the following sections.
- 3.3.4 Section One Introduction. The following changes were suggested:
 - Feedback was largely positive with respondents saying it was, clear and easy to follow.
 - However, it was suggested that it might be useful to have more detail here around who the LTS is for in order to help people relate to it.
- 3.3.5 Section Two Strategic Context. The following changes were suggested:
 - Include current mode share figures as baseline when presenting peoples' travel choices
 - Update the organogram of the main influencing documents for the new LTS to make it clearer
 - Add noise pollution to the list of key drivers for the new LTS.
 - Health inequality and transport poverty should be added to the list of "Challenges" as should "Ability of the transport network to deal with unforeseen circumstances such as poor weather and health issues", " People's responsibilities often require a flexible transport system to meet their needs" and "Integration between different modes of transport"
 - The "Opportunities" list needs some additions too around "Economic benefits of encouraging tourism", "Growing awareness of the issues

around climate change, air and noise pollution and an acceptance of the need to act".

- 3.3.6 Section Three The Overarching Strategy The following changes were suggested:
 - Update the "Vision" (changes shown in italics) to "A safe, resilient, high-quality transport system that is accessible to all, supports a vibrant economy, facilitates healthy living and minimises the negative impact on our environment. Aberdeen's transport network should enable Aberdeen to function as a local, regional, national and international hub, encouraging people to live in, work in, study in, operate in and visit our city."
 - Changes (shown in italics) to the following Objectives were suggested:
 - TPO1 Climate and Environment "Reduce the negative impact of transport on the climate and the environment, not just in the city centre but across Aberdeen.
 - TP02 Improve transport opportunities in Aberdeen that help enable and promote healthy lives and give better access to health and social care
 - TPO3 Safety Improve the safety of the Aberdeen transport network and reduce safety issues and concerns for users with particular consideration given to the most vulnerable.
 - TPO4 Economy Ensure more efficient movement of people and goods across Aberdeen City as well as into and from it, enabling it to function as a key local, regional, national and international hub.
 - TPO7 Ensure Aberdeen has a transport network that can better adapt to changes in technology, capitalises on existing technological opportunities and continue to offer benefit to users of the transport network.
 - The following additions to the Outcomes up to 2030 were suggested:
 - Add local living principle to the outcomes
 - Add "More opportunities for people to have access to cars without needing to own one"
 - Add in "Improved noise quality"
 - Reword Outcome 9 to "Improved mental and physical health of the residents of Aberdeen and improved access to health and social care".
 - Add to outcome 12 a recognition that information should be in accessible formats

- The following additions to the Outcomes beyond 2030 were suggested:
 - Add in greater adoption of local living principle to the outcomes
 - Add "Further opportunities for people to have access to cars without needing to own one"
 - Add in "Further Improved noise quality"
 - Reword Outcome M to "Further improved mental and physical health of the residents of Aberdeen and further improved access to health and social care"
 - Add to Outcome N a recognition that information should be in accessible formats
- The following additions to the Outputs were suggested:
 - Split the output for "Aberdeen Rapid Transit (ART) and faster, more frequent and more reliable public transport options to make Could split them to make ART and other public transport two separate outputs
 - Split active travel infrastructure into two part walking/ wheeling and cycling
 - Outputs needed for "More travel plans" and "Travel information across a larger range of formats"
 - Outputs needed for land use, digital connectivity/accessibility, and freight
- 3.3.7 Section 4 Spatial narrative. The following additions were suggested:
 - Have freight facilities shown
 - Make the mapping clearer
- 3.3.8 Section 5 Topic Areas. The following points were made:

There was broad support for all the topic areas chosen. Nestrans, in particular commented that "A broad range of topic areas have been identified and the 40 topic areas that have been identified show the vast breadth in which transport has influence. It is valuable to see at the end of the section the inclusion of a table that shows how each topic area and underlying policies/actions will contribute to achieve the eight objectives that have been identified for the LTS". They also acknowledged that "The policies under each topic are well constructed and it is welcomed the recognition of the importance of partnership working to make progress on many of these commitments. Sustrans also acknowledged that the topic areas seemed to cover the key issues.

However, there were some suggested amendments which are shown in the sections below.

For Topic 2, Air Quality:

- Some minor wording changes proposed to better reflect how vulnerable active travel users are to poor air quality
- Reference to the fact that people can be fined for idling in the main text of the air quality section of the LTS then. A corresponding action should be added to "Promote ways in which people can people can make changes that will positively impact upon air quality"

For Topic 4, Reducing the need to travel:

- More explanation around the type of travel that should still be encouraged should be there – ie travel for the benefit of mental and physical health
- more examples/ links to case studies about how people can live without cars should be referenced

For Topic 5, Walking and Wheeling:

 The need to enhance and provide better access to green areas by walking and wheeling rather than just making use of them should be referenced

For Topic 6, Cycling:

- An action is needed around gender gap in cycling and more reference should be made to groups like CTC who help with "Try cycling"
- Update the bike hire section
- Better reference the need for better connectivity/ interchange at key destinations

For Topic 7, Bus:

 acknowledge that cyclists and buses sharing space isn't always the best solution so there is merit in considering routing cyclists through lightly trafficked areas instead of sharing a bus lane with a bus.

For Topic 9, Park and Ride:

 update the action around maximising investment in facilities to include new as well as existing park and ride sites

For Topic 12, Coaches:

 Add a new action to - "Ensure that Aberdeen City continues to encourage and enable both scheduled and tourist coach services, especially to serve key destinations"

For Topic 17, Zero Emission Vehicles:

 Update some hydrogen information and better reflect the opportunities around low and zero emission buses

For Topic 18, Parking:

• Update to better reference the Local Development Plan

For Topic 20, Road Improvements:

Update with more recent information about projects

For Topic 21, Trunk Road Network:

Update with more recent information about A96

For Topic 25, Freight:

Add a harbour specific action to this

For Topic 27, Land Use Planning:

- More reference to the Sustainable Transport Hierarchy needed in the Actions section
- Update wording around contributions to better reflect the size of the development and the situations where mitigation is required

For Topic 32, Enforcement:

 Add another action here to make it clear that the Local Transport strategy will not rely on cameras and sensors alone but acknowledges the importance of having a physical presence by officers/ wardens in communities.

For Topic 33, School Travel and Young People:

- Add an action around low traffic neighbourhoods,
- Add greater mention of the "And she cycles" campaign
- Add actions around girls cycling and I Bike projects

For Topic 34, New Technologies and Initiatives:

 More mention to be included around challenges and opportunities presented by e-scooters and e-mopeds

For the Appendices:

- It was suggested to have a larger appendix document which clearly maps out how the key drivers, challenges and opportunities link to the vision, objectives, outcomes, outputs, topic areas, policies and actions, rather than just showing some of the links
- A Risks and barriers appendix would be beneficial

3.4 Qualitative analysis approach used for consultation comments from Individuals

3.4.1 In total, 515 individual respondents (not from organisations) responded to the online consultation for the draft Local Transport Strategy. In addition to the quantitative responses that were received, and covered earlier on in this report, there were 3632 responses provided to all of the qualitative (open text box) questions. Furthermore, many of these 3632 responses made multiple points, rather than just commenting on one singular aspect, meaning that there were far more individual points that were actually made. These are estimated to be in the region of 10,000. In order to make sense of the large number and variety of comments received, an adapted Framework Analysis approach was utilised.

The Framework Analysis approach

- 3.4.2 The Framework Analysis approach is a qualitative research method used for the management and analysis of qualitative data. 12 It has been used for applied policy analysis and multi-disciplinary health research and provides a systematic, yet flexible approach to qualitative analysis, helping to identify patterns, relationships and themes in the data.
- 3.4.3 Through expertise within the Health Determinants Research Collaboration Aberdeen (HDRCA) on recent Council consultations, including the Local Outcome Improvement Plan (LOIP) public consultation and the 2023 budget consultation, officers utilised this approach to analyse the qualitative data received. The Health Determinants Research Collaboration Aberdeen (HDRCA) was contacted by senior managers from Strategic Place Planning for advice and assistance on re-analysing the LTS consultation responses in March 2024. This Framework Analysis approach was considered appropriate for use with the LTS consultation.
- 3.4.4 Through the leadership of an experienced qualitative researcher, the Framework Analysis approach can also be used in teams where not all members have previous experience of conducting qualitative research. The Senior Research Fellow (SRF) from the HDRCA provided guidance on applying the Framework Analysis approach to the LTS consultation responses to team members from Strategic Place Planning from April to July 2024.

¹ Gale, N.K., Heath, G., Cameron, E. et al. Using the framework method for the analysis of qualitative data in multi-disciplinary health research. BMC Med Res Methodol 13, 117 (2013). https://doi.org/10.1186/1471-2288-13-117

² Spencer, L., Ritchie, J., Lewis, J., Dillon, L. National Centre for Social Research. Quality in Qualitative Evaluation: A framework for assessing research evidence. Government Chief Social Researcher's Office, Cabinet Office, 2003.

- 3.4.5 There are a number of general steps in a Framework Analysis approach. These include:
 - 1. Familiarisation with the data
 - 2. Coding (identifying themes and sub-themes)
 - 3. Charting
 - 4. Mapping and interpretation (understanding relationships within and between themes and sub-themes)
 - 5. Verification
 - 6. Reporting

The Data

- 3.4.6 Comments received on fifteen of the consultation questions were inputted into Excel. The framework approach was followed, as above.
- 3.4.7 Firstly, familiarisation with the data took place. The SRF reviewed responses, so too did the lead for the LTS consultation report, who read all 3632 comments received.
- 3.4.8 Following this familiarisation stage, the wider team, consisting of the SRF, LTS Consultation Report Lead and both Chief Officer and the Policy and Strategy Manager of Strategic Place Planner, was consulted to clarify how to best analyse Questions 15, 16, 17, 19, 20, 21, 22 and 23. For all these questions, respondents were asked how much they agreed with a particular part of the draft LTS - five potential quantitative responses were available for them to choose from ranging from "Strongly Agree" to "Strongly Disagree" - with a follow up qualitative question then asking, if they did not agree, what were the reasons for this. However, in some cases, even those who had not indicated that they disagreed had still left a comment. Following discussion, the wider team agreed that those respondents who had responded to the quantitative part of these questions with 'slightly disagree' and 'strongly disagree' shave their qualitative responses further analysed. Analysing and combining these responses would provide a more detailed and nuanced understanding from those respondents who 'did not agree' with aspects of consultation at these questions.
- 3.4.9 For all questions, sorting and coding and charting the information followed using colour coded tabs in Excel to code the information received into themes and sub-themes. This process took x weeks and included refining and recoding the data alongside verification of the themes and sense checking, in conjunction with the SRF.

- 3.4.10 Given the volume of data received, extra team members were brought in to sort and code questions 15, 18, 26, 27, 28. At this stage, the coding and sorting elements of the approach were conveyed to other teams members who used the same strategy.
- 3.4.11 As part of the analysis, two different types of theme emerged:
 - Themes emerged which were specific to the draft Local Transport Strategy document itself. These will be further explored in Section 3.5
 - General transport related themes raised by respondents. These will be further explored in Section 3.6
- 3.4.12 The latter, general transport themes raised by respondents, were far more numerous and required further analysis. Once all the data had been sorted, coded and charted, the process of mapping and interpreting the themes and sub-themes across this data were further refined.
- 3.4.13 This time-consuming process enabled the team to understand the content of the comments, identify similarities in content and meaning that came up repeatedly, and collate similar type comments to each sub-theme code. This was repeated across all questions.
- 3.4.14 The development of these sub-themes provided a condensed overview of the main points and common meanings that recurred throughout the data. By this stage, the content of responses was well understood, patterns were identified and a confident overview of the frequency of the sub-themes and what these meant i.e. level of importance to respondents, for example, was determined.
- 3.4.15 By grouping similar types of comments and suggestions (also known as an inductive approach), a range of response sub-themes emerged from the data for each of the questions with 37 cross-question themes emerging across all the questions.
- 3.4.16 Following this process, a meeting with the wider team took place in June 2024 to discuss progress and the main themes emerging. Subsequently, further verification of the themes and sub-themes occurred in conjunction with the SRF and LTS Consultation Report Lead to further refine the large number of themes. This refinement brought the number of key themes down from 37 to 13 in the data. It was suggested by the SRF that much of the content could potentially be mapped to the macro themes used in the Place Standard Tool (which was used as part of the LOIP consultation). These are presented in Section 3.6.

3.5 Themes Specific to the Draft Local Transport Strategy

3.5.1 The main themes, which were specific to the draft Local Transport Strategy document itself, from the responses from the 515 individual respondents, are posted below. They are grouped by the section of the draft LTS that they refer to. The numbers of comments regarding the points is shown in brackets and some quotes have also been added to demonstrate the nature of the comments being made.

3.5.2 Section 2: Strategic Context:

Key Drivers

People thought there was too much emphasis on National Key Drivers, Environment and Net Zero and questioned the ability to reduce car use due to the geography of Aberdeen

"Stop the hysteria surrounding "Climate Change"".

"The NE weather for a large period of the year does not allow walking/cycling/bus / train"

Challenges

Some people stated they agreed with some of the challenges but not all (n=7). However, the ones contained in the draft LTS that seemed to have the most comments of support were condition of roads, footways and pathways, (n=17) declining public transport patronage (n=19), cost of public transport (n=8), declining city centre patronage (n=46), transport inequalities (n=7). The ones with the most disagreement were "People do not feel safe cycling and feel there is a lack of cycling facilities on routes" (n=22) and General Disagreement (n=21).

The key challenge is "Condition of roads, footways and pathways in Aberdeen." This should be given more focus.

"Some are relevant and real others are only applicable to a minority of the city's population"

Opportunities

For the opportunities listed in the draft LTS, the most comments were received against the Bus Partnership Fund (BPF) opportunity (n=31), related mainly to bus travel being poor, disagreement with aspects of the City centre and Beach Masterplan (n=58), disagreement with the Low Emission Zone (n=55), disagreement with the "Locking in strategic improvements" (n=33) opportunity and general disagreement comments (n=47). Some disagreement over whether working from home is an opportunity or a challenge too (n=11).

"Given the choice between public transport or personal car people will take the ease of the car. You could make buses free for everyone but until they arrive on time and frequently then no one is going to use it". "The city centre and beach master plans are not going to encourage people to return to the city centre".

3.5.3 Section 3: The Overarching Strategy

Vision

The main comments for the Vision in the draft LTS centred around dissatisfaction with the transport system, rather than disagreement with the vision itself (n=51). That said, General disagreement with the vision (n=27), anti-car stance (n=25), feeling dictated to (n=8) and concerns around how the LTS would be funded (n=6) were the most commonly grouped comments.

"Its word soup. How many buzz words can be ticked off"

"It's a nice statement but how do you achieve it? Traffic is only a small part of the problems within the city".

Objectives

The objectives in the draft LTS which received the most comments were TP08 Modal Shift (n=58) and TP01 Climate and Environment (n=20), with people disagreeing with them. Accessibility (n=10) and Economy (n=7) featured next for disagreement. Comments which were not specific to a particular objective but most numerously referenced were General disagreement (n=31) and comments which disagreed with the execution rather than the TPO itself (n=20).

"Tp08 private cars suit life style. There is no way this plan can be put into place in a manner that suits working professionals "Again laudable statements but laughable that so much has been done to achieve the opposite in the past 30 years"

Outcomes up to 2030

Most comments expressed disagreement around a reduction in car use (n=82) – Outcome 1 - Reduction in number of journeys by car drivers in Aberdeen to less than 50% by 2030 - and Outcome 2 - (A reduction in car km travelled in Aberdeen by 20% compared with 2019 baseline) are the relevant ones for this. Outcome 5 (20% of cars being zero emission) also received some comments against it (n=11).

"1 and 2 should be thrown away, everyone is sick and tired of the majority - motorists! being persecuted by left wing minority nutters" "We are not stupid enough to buy into electric cars as they don't fit normal life in Noth East and to expensive. Not enough infrastructure".

• Outcomes beyond 2030

As with Outcomes up to 2030, the most comments received concerning the outcomes were for A and B – "More journeys made by active travel and public transport together than by car in Aberdeen" and "A reduction in car km travelled in Aberdeen beyond 20% compared with the 2019

baseline" (n=34). General disagreement had the most comments (n=36) with those around the outcomes being unachievable and leading to the death of the city being the most numerous.

"Again, this is just anti car rhetoric"

"It will not be reached by any stretch of the imagination"

Outputs

Development and delivery of the Aberdeen city centre and Beach masterplan (n=26), Reallocation of road space in Aberdeen (n=24), More EV charging and Hydrogen Refuelling Infrastructure and supporting measures in Aberdeen (n=21) and enforcement of the LEZ (n=17) were the outputs that people most disagreed with. There was also some concern over how the outputs would be funded too (n=10) "Too late to develop the city centre or the beach- Aberdeen high times have been and gone".

"We don't have the money to make these changes. Neither personal business or council".

3.5.4 Section 4: Spatial narrative

 In terms of the map itself it was a split - Some agreed with it (n=7), some general comments of disagreement (n=8) were received and some suggested improvements (n=15). Of the suggested improvements, these were mainly around the need to include more detail and to zoom in for more area specific detail

"Too complex for me to understand this or what it means for me".

"The map would massively benefit from calling out where each of the neighbourhoods are".

3.5.5 Section 5: Topic Areas

 From the constructive critical comments, the most was that there was too many topics presented and the information should be simplified/more focused on key topics (n=10)

"Too many, won't deliver"

Another theme of general constructive critical comments was that an indication of how the topics are to be prioritised would be of value (n=8) "Without prioritising these they are pointless"!

- Suggestions for additional topics to consider included: Elderly/ disabled travel (most mentioned), Cost, Private/ Business Vehicles, Tourism, Micromobility/ Last mile, mode shift, splitting climate change and adaption into two topics"
- For existing topics, most comments were received on City Centre and Beach (n=29), mainly reacting with negativity towards traffic restrictions and reducing the need to travel (n=19) with some associating this with restrictions on cars but also pointing out health benefits of people

travelling. Then Climate Change Mitigation and Adaption(n=17) where comments were on the theme of it being a global rather than local issue. For air quality (n=15) comments centred around it not being an issue as Aberdeen, in respondents' minds, is not exceeding limits. Maintenance (n=14) was highlighted as important with some perceiving it should be higher up the list (not realising there is no priority order to the topics). Then bus (n=12) for cost, reliability and lack of coverage. "Don't understand "reduce the need to travel?" Again, shows a disconnect between objectives and that of encouraging folk into city centre?"

"The climate change is a scam, educate yourself"

• In terms of Actions, the Policies with the most comments against their actions were Policy 17: Low emission vehicles (n=29), Policy 4: reducing the need to travel (n=25) and Policy 18: Parking (n=22) and Policy 20: Road improvements (n=17).
"I just think all this change is rubbish. Electric cars are worse than diesel, do you know how the lithium batteries are made".
"Topic 18 - any actions suggesting the increase of parking charges, restrictions on parking such as only short-term or removal of spaces should be taken out. Rather for the benefit of the city centre we should

be encouraging more parking, cheaper parking & more flexible to enable

3.6 General transport related themes raised by respondents

Grouping the Themes

longer stays"

3.6.1 The final 13 General Transport related themes raised by respondents are listed below and grouped under the relevant headings from the Place Standard Tool. https://www.ourplace.scot/tool. The Place Standard Tool was chosen as a good transport network is a key component of a successful place and the headings used in the tool itself provide a useful way of presenting data. The Place Standard Tool was also used in other Plans, Policies and Strategies that deal with Place in Aberdeen, such as the Local Outcome Improvement Plan, so it also ensures that a consistent approach for reporting is used. The Place Standard Tool has 14 different areas within it. Of these, the 13 themes raised fitted under 8 of them. These are presented below.

Moving Around

- Should be more acknowledgement of transport inequalities "Elderly not considered but youngsters are despite acknowledging ageing population?
 - "Needs to be affordable for all".
- While it was acknowledged that making it more attractive to cycle is important, it should be recognised that cycling does not work for

everyone and climate, rural hinterland and terrain will always hamper appetite.

"Stop ignoring the weather! Very few of us cycle regularly BECAUSE THE WEATHER SUCKS! Cycling is cheap and effective, but it's not enjoyable in the rain. Even if we had perfect cycle paths, when it rains I'd still get in the car".

"Not everyone can/wants to cycle".

Public Transport

Public transport needs to be faster, more reliable, cheaper and have a
more comprehensive coverage to tempt people away from cars and to
truly work - currently it does not. It will also never work for everyone.
 "We need cars and vans in this city, especially while the public transport

"Declining public transport usage - reduce the cost"

system falls so many magnitudes short".

Traffic and Parking

- Car is a pivotal part of the transport system and should not be demonised.
 - "Why is there an obsession with stopping people using cars? This is the wrong focus".
 - "People are avoiding the city centre because without a car they can not carry their shopping home".
- Anti car stance is damaging and turning public off. The alternatives are not good enough to tempt people away from cars and don't integrate well enough so they will instead go to more car friendly places
 - "The main challenge is ACC aggressive attack on car users so people no longer want to come to the city so go to Portlethen, Stonehaven, Inverurie or Dundee"

"I like my car, it takes me where I want to go when I want to go. It's quicker than a bus, it's warmer than a bus. My car will go north to south and east to west unlike a bus. My car gives me independence and a door to door service. You can't push back to a time when you had to use the bus. People don't have time to stand for 35 mins or longer waiting for a bus to turn up".

Streets and Spaces

- Beach improvements not needed
 - "The beach project should not go ahead. The beach is the only part of Aberdeen which is currently very popular. Why change it? The centre of Union Street is everyone's main concern"
 - "Beach master plan remains a vanity project, all it needs a bit of TLC"
- Too much emphasis on climate and environmental factors, given improvements in emissions and contradictions harbour contribution not acknowledged and closures push problems elsewhere
 - "No mention of the massive boats churning out diesel smoke into the city centre yet it's the citizens and motorist who pay the price yet again"
 - "Greenhouse Gas Emissions are a global problem and should not feature in these challenges",

Work and Local Economy

- Perceived inaccessibility of the city centre, primarily by car, is causing people to choose not to visit or go elsewhere. Many are scared of being fined because they don't understand where they can and can't go. This is detrimentally affecting the city centre economy
 - "You are responsible for the decline of patronage in the city centre, by making it so hard to access & forcing businesses out with high rates" "Nobody uses the city centre because it's almost impossible to get to"
- Concerns over how plans will be funded and that, in funding them, Council spends money on the wrong things
 - "Very ambitious! Not sure if many outcomes are achievable without significant investment".
 - "A waste of money as there will be very little response/feedback and any changes made will be to the detriment of the city and its residents".

Social Interaction

 Concerns that 20 minute neighbourhood concept will make it more difficult for people to access some major facilities and that reducing the need to travel will affect physical and mental health and economy
 "This is a thinly veiled attack on car users. 20 minute communities are

"This is a thinly veiled attack on car users. 20 minute communities are an attack on our ability to travel".

"What is a 20 minute neighbourhood? Are you going to try to prevent people leaving".

Care and Maintenance

 Improving condition of roads and pavements should be a priority "The roads badly need repaired as this has seen a great decline over the years".

"Maintain the infrastructure as your priority"

Influence and Self Control

- Document quite long, some jargon, too much info to take in and a lot to include in one consultation
 - "Once again too many words. If you are going to produce soundbites at least make them snappy".
 - "This consultation process is incredibly dense and requires a lot from the reader. I would venture that most regular people are not aware of the big-picture headline policy goals. As a result, you're going to get flooded with responses from the mad pro-car brigade who are already circulating their own consultation questions online. This is a real missed opportunity to present the tensions and priorities honestly to people and engage with them".
- Concern that Council are not listening, they are implementing things that go against the wishes of the public and people are losing faith in them as a result
 - "Please listen to the residents of the city who by enlarge want the freedom to enjoy and move freely within the city".
 - "You will ignore public opinion, your ruled by a few cyclists and the greens"

Further analysis of the themes to inform next steps

- 3.6.2 These are presented further in the table below. In this table
 - The thirteen themes are grouped under the 8 relevant headings from the Place Standard Tool.
 - The table has four categories Barriers, Facilitators, Opportunities and Potential Solutions.
 - All of the thirteen themes are areas which respondents have identified as areas for improvement, challenges or things they don't agree with.
 Therefore, they have been identified as the "Barriers".
 - The "Facilitators" are examples of how the Draft Local Transport
 Strategy and its supporting documents and appendices, as presented
 for consultation from November 2023 to January 2024, have already
 acknowledged the theme / barrier in their content. There are
 suggestions for how to better address the theme / barrier within the
 next Local Transport Strategy here too.
 - The "Opportunities" look at other information sources of note or relevance to the theme / barrier to explain why the Local Transport Strategy proposed a particular course of action and/ or outline other activities which are being undertaken or that exist to further improve the situation
 - The "Proposed Solutions" identify what next steps or suggested changes need to be incorporated to a future draft version of the Local Transport Strategy in order to better address the Barriers / Themes that have been identified in the consultation.
- 3.6.3 The other information sources, used to inform the Opportunities are from the following sources:
 - The 2023 Aberdeen City Voice Survey (445 respondents)
 - The Nestrans North East Comprehensive Travel Survey (2023) (500 City respondents)
 - The Local Outcome Improvement Plan consultation (2023), (364 respondents
 - The Aberdeen Walking and Cycling Index (WACI) (2023 (1146 respondents))
 - The ETRO 2 Bus Priority Measures Report (2024)
 - The draft Aberdeen Local Transport Strategy (2023-2030) Main Issues Consultation report (387 public and stakeholder responses helped to inform this).

Barriers, Facilitators, Opportunities and Potential Solutions Table

	Moving Around				
Barriers	Facilitators	Opportunities	Potential Solutions		
Should be more acknowledgemen t of transport inequalities	The Draft LTS acknowledges this through the ageing population nationally and transport inequalities nationally in the "Challenges" section, the inclusion of "accessible to all" in the vision, a specific objective "TPO5" for "Accessibility/ inclusivity/ user-friendly", and an Outcome around "Improved accessibility to transport in Aberdeen for all". Although there are not specific policies around inequalities, the policies should be developed to realise the objectives. Therefore, a table shows how the different policies help realise each objective, including TP05. There was also an Integrated Impact Assessment carried out on the draft LTS document.	The Council's Equalities team helped with the development of the IIAs and made sure they were done both for the November 2023 draft strategy and the committee report. Officers will continue to draw upon their skills and knowledge as part of the process and a separate IIA will be done for this committee report.	For the final LTS Stronger messaging around the importance of the LTS being multi-modal, so most people can get around by a mode that works for them. More needs to be included to better show how everything links from the key drivers, challenges and opportunities all the way through to the vision, objectives, outcomes, outputs, policies and actions and exploration of this link throughout in the main document.		

While it was acknowledged that making it more attractive to cycle is important, it should be recognised that cycling does not work for everyone and climate, rural hinterland and terrain will always hamper appetite.

The draft LTS currently contains information in the cycling topic area and an action stressing the benefits that trying a cycling journey even once a week can make to health, wellbeing and even finances. The idea was to demonstrate that people weren't expected to cycle all the time but even changing some journeys could make a difference. However, there is a need to be more explicit about this.

The STAG Sections of the Main Issues Report – Appendix A - and the Option Appraisal Report – Appendix B – to the LTS both explained the need for the strategy to be "Multi-Modal", essentially promoting a range of different modes to give people the option to get around without one being seen as the most effective. In the draft LTS, this was then reflected in the "STAG Objective, Option Generation and Appraisal" section of the document

This therefore acknowledged that people are not expected to only cycle and not all of the time.

Lack of Cycling Infrastructure & Facilities was identified as a current challenge in the LTS Main Issues consultation, that took place in 2021, and Substandard Cycle Network/Short Cycle Lanes/Motorists Parking on Advisory Cycle Lanes/Lack of Segregated Cycle Lanes/Narrow Shared Use Paths as something that did not work well in the same consultation.

The 2023 Sustrans Walking and Cycling Index (WACI) for Aberdeen, which has a sample size of 1146 residents aged 16 and above, found that 70% would be more incentivised to cycle by more traffic-free cycle paths away from roads, like through parks or along waterways and 66% by more cycle paths along roads that are physically separated from traffic and pedestrians. 47% said they would like to cycle more. Safety, including road safety and personal safety, is the single largest barrier to cycling.

This is backed up by the Nestrans Comprehensive Travel Study (2023) which says "The reasons given by residents for not using or owning a bicycle were general traffic levels and congestion in Aberdeen City. In many cases there was no option other than to share road space with cars Revised LTS needs to make it clear that, although it is important to improve conditions for cycling, the Council is not suddenly expecting all of the population to cycle and for every journey.

Some more messaging can be brought into the final LTS to remind people that it is acknowledged that not everyone can cycle or is expected to. Also a "who is this for" section can be added that, as well as addressing who the audience is for the final LTS, will address the fact that the Council acknowledge that everyone's needs are different and not all journeys are the same.

		which was perceived as too dangerous." Around 500 city residents answered it. So while cycling might not suit everyone, there would appear to be people who would like to cycle if the conditions were right and there is clearly support for better infrastructure.	
		blic Transport	
Barriers	Facilitators	Opportunities	Potential Solutions
Public transport needs to be faster, more reliable, cheaper and have a more comprehensive coverage to tempt people away from cars and to truly work - currently it does not. It will also never work for everyone.	"Declining public transport patronage, exacerbated by COVID-19 restrictions nationally" and "Cost of public transport" are identified as challenges in the draft LTS. The following was included in the "Opportunities" section of the draft LTS - "Bus Partnership Fund— Multimodal corridor studies are being undertaken to identify opportunities for walking, wheeling, cycling and public transport and funding to develop the business case for Aberdeen Rapid Transit. The fund also offers a mechanism for delivery" "Aberdeen Rapid Transit and faster, more frequent and more reliable	 The First Bus Summary (From the ETRO 2 report, including the City Centre bus priority measures, that was taken to Full Council in 2024) outlined that: "Our passenger volumes have continued to climb from the initial 9% growth back in October 2023 to the 16.5% enjoyed at the end of March 2024. The bus priority measures have done what we said they would. Bus speeds have been improved resulting in a more attractive service and significant fare reductions / free travel, giving customers much greater value for money, and delivering modal shift as a result. All in all, when taking account of all the city centre interventions, so inclusive of 	More needed to show the links between the different parts and flow from key drivers to actions. As above, some more messaging should be brought into the LTS to remind people that it is acknowledged that not everyone can use public transport or is expected to. Also a "Who is this for?" section can be added that, as well as addressing who the

public transport options" are included as Outputs in the draft LTS.

Public Transport, Park and Ride and ART have their own Topic Areas, Policies and Actions in the draft LTS.

There is also a table in the draft LTS to show how Public Transport, ART and Park and Ride topic areas/ policies contribute to the draft LTS Objectives (which were developed to meet the "Challenges", "Opportunities" and "Key Drivers"

the central section of Union Street, there has been a benefit provided to circa 12 million passenger journeys.

 It is essential these journey speeds are maintained on a permanent basis for these benefits to be delivered in the future".

Stagecoach summary (From the same ETRO report) from data from early December 2023:

- "Across our Aberdeen City network, we have observed an average uplift of passenger numbers by 5% since the bus priority measures went live.
- We have also seen a reduction of 10% in the time taken to cross the city centre on service 59, which connects key destinations such as Northfield, Balnagask, and Aberdeen Royal Infirmary.
- With fewer buses being held up unnecessarily in city centre traffic, bus journey times are quicker and more predictable. This will have a significant impact on the daily lives of bus commuters and thousands of bus passengers across the North-east who make journeys into Aberdeen."

audience is for the LTS, will address the fact that the Council acknowledge that everyone's needs are different and not all journeys are the same.

		This suggests that creating more bus provision is already improving journey times and reliability and attracting more people to bus travel. Lack of/ limited public transport options and Unreliable/ poor bus services were identified as current challenges in the LTS Main Issues consultation with Continued Lack of Public Transport Options as a future challenge. Therefore, these have emerged as key themes to tackle.	
		fic and Parking	
Barriers	Facilitators	Opportunities	Potential Solutions
Car is a pivotal	The draft LTS acknowledges in its	In the LTS Main Issues Consultation in	Add a "Car Travel"
part of the	Travel Awareness and Information	2021, "Too Many Cars/Heavy Car-	section in the topic
transport system	topic area that:	Dependency" and "Continued car	areas of LTS with
and should not	"It is also important that promoting	dependency" were seen as current and	associated policy and
be demonised.	active and sustainable travel is not	future challenges, along with "Priority Given	actions.
Anti car stance is	"anti-car" but rather it is pro-choice,	to Cars/Car-centric Aberdeen" as something	A l
damaging and	with people able to use the most	that does not work well.	As above, some more
turning public off.	appropriate mode for their journey.	WOLLD THE STATE OF	messaging can be
The alternatives	Cars, and access to them, will still	"Closure of Union Street" and "Continued	brought into the final
are not good	form a very important part of the	closure of Union Street will further	LTS to acknowledge
enough to tempt	transport network, especially for	exacerbate congestion around the City	that not everyone can
people away from	those who have certain health issues	Centre" were identified as current and future	use alternatives to the
cars and don't	and disabilities Likewise, active and	challenges in the Main Issues consultation.	car or is expected to.
integrate well	sustainable transport should be		

enough so they will instead go to more car friendly places something that people feel they want to choose rather than being forced to. The message that switching to active travel, even for just some journeys makes a difference to health, wellbeing and the environment should be conveyed too".

The draft LTS acknowledges that "Establishing the figure for households without access to a car is difficult. Annual surveys carried out by the Council and Nestrans since 2017, suggest it is around 15%. However, the 2011 Census, now quite outdated but still the most comprehensive data source in Scotland, indicates around 30%. What is known is that this is not a blanket figure across the city. Some of the lowest income areas are in excess of 50%".

What this demonstrates is that, as much as car will always be a key component in the transport network. a transport network, built primarily around the car, is unlikely to adequately serve at least 15% of Aberdeen's population and that some areas would be more detrimentally impacted than others if this was the

"Union Street Closure/Spaces for People" was seen as something that worked well in the Main Issues consultation, while "High Number of Vehicles on Union Street" was seen as something that did not. Therefore, there were views for and against to be taken into account.

It was also acknowledged that it was "Easy to Navigate City by Car" so this was not something requiring improvement.

In the Sustrans Walking and Cycling Index (WACI) (2023, 23% of residents want to drive less, yet 39% of residents often use a car because no other transport options are available.

All of this suggests that there is a desire for people to be less car dependent in the city and a support to use other options if they are made more attractive. Also a "who is this for" section can be added that, as well as addressing who the audience is for the final LTS, will address the fact that the Council acknowledge that everyone's needs are different and not all journeys are the same.

	case, especially those in lower income areas of the city.			
	Streets and Spaces			
Barriers	Facilitators	Opportunities	Potential Solutions	
Beach improvements not needed	The Aberdeen Beach Masterplan is already underway and linked to the Aberdeen City centre Masterplan. As a result, the draft LTS, acknowledges these committed projects will have an impact on the Aberdeen transport network. Plus, given their relevance to the whole city and the wider region, it is necessary to consider these at LTS level.	A report to take forward the Aberdeen City Centre and Beach Masterplan has been considered and the programme agreed by elected members at Full Council - https://committees.aberdeencity.gov.uk/docu ments/s135128/CCMP%20- %20220629%20CCMP%20Update Recalibr ated%20Masterplan%20FINAL%20Report.p df	The need to better link the City Centre and beach are well documented in the report and the masterplan itself for economic, social, health and environmental reasons. Therefore, enabling this remains a key commitment of Aberdeen City Council, and should feature in the final LTS. The movement of goods and people to, from, around and between these areas will be key to the	

			success of this so this area has to stay in the final LTS
Too much emphasis on climate and environmental factors, given improvements in emissions and contradictions - harbour contribution not acknowledged and closures push problems elsewhere	The draft LTS contains a specific Air Quality topic area. Within this, it states that "Although pollution levels have been improving in Aberdeen in recent years, many city centre locations still see regular exceedance or near exceedance of the annual mean NO2 objective. Despite the Port of Aberdeen being located in the city centre, studies carried out in 2011 and 2021 indicated emissions from shipping contributed less than 10% of the total NOx and PM10 concentrations at relevant receptors close to the Port. Road traffic was identified as the main source of emissions both at locations close to the Port and at other congested city centre locations, accounting for	National Commitments around Net Zero by 2045 have been made by the Scottish Government and Councils are expected to follow these. In Aberdeen, the Council declared a Climate and Nature Emergency in February 2023. Transport is Scotland's primary source of air pollution, which leads to 2500 premature deaths in Scotland each year Transport accounted for 25.9% of Scotland's total greenhouse gas emissions in 2020. Within that, road transport made up 66% of transport greenhouse gas emissions with cars accounting for 38% of that total. In Aberdeen, transport's share of CO2 emissions, in comparison with other sectors,	There is a compelling case to ensure that climate and environmental factors continue to be considered within the document

approximately 50% of the total NOx emissions".

Furthermore, Aberdeen has already made commitments around Net Zero, including the publication of a Net Zero Mobility Strategy which have implications for transport. Therefore, a specific topic area with policy and actions has been included in the draft LTS.

The need to therefore include these within the LTS and the focus on road transport is suitably evidenced.

has increased from 20% in 2005 to 30% in 2019. This is despite CO2 emissions from transport reducing by 7.5% over this period

In the 2023 City Voice Survey, 78.9% of 445 respondents were aware that parts of Aberdeen City regularly experience poor air quality and that this can be harmful to human health. In the 2021 City Voice Survey, 61.2% of 528 respondents agreed that a Low Emission Zone was an appropriate response to poor air quality in the city.

Work and Local Economy

Barriers Facilitators Opportunities	Potential Solutions
-------------------------------------	---------------------

Perceived inaccessibility of the city centre, primarily by car, is causing people to choose not to visit or go elsewhere. Many are scared of being fined because they don't understand where they can and can't go. This is detrimentally affecting the city centre economy

City centre regeneration is seen as a key topic for the draft LTS to cover.

The car parking topic area has the policy "To develop a parking regime for Aberdeen that supports the principle of the city centre functioning as a destination, encourages people to access and move around the city sustainably, facilitates interchange between modes, enhances the economic vitality of the city centre and district shopping centres and still supports people with restricted mobility in accessing facilities".

The Aberdeen Western Peripheral Route topic area has the policy "To continue to "lock in" the benefits of the AWPR by encouraging strategic traffic to route from and to it, creating more space for sustainable travel on Aberdeen routes and allowing the city centre to function as a destination rather than a through route. - also policy

The Freight topic area has the policy "To work with partners to ensure the efficient movement of freight to, from and within Aberdeen and the wider

"Declining Patronage of the City Centre" and "Further decline of the city centre" are seen as current and future challenges in the Main Issues Consultation for the LTS, carried out in 2021, and were carried through as challenges for the LTS to address. Therefore, this is one of the issues that the document strives to address.

There was unanimous approval by Councillors of the Aberdeen City Centre Masterplan in 2015.

The Aberdeen Walking and Cycling Index (WACI) 2023 finds that 55% of respondents agree that increasing space for people socialising, walking, wheeling and cycling on their local high street would improve their local area. Furthermore, the total annual economic benefit from all trips walked and wheeled in Aberdeen is £131 million. This includes trips walked or wheeled for enjoyment or fitness, and trips to destinations by people with and without a car.

The WACI also states that studies show walking or cycling frees up road space in comparison to driving. This helps to keep Aberdeen moving for all road users. 48,000 return walking and wheeling trips are made daily in Aberdeen by people that

Officers agree with survey respondents that the prosperity of the City and the easy access to, from and around it for people and goods to enable this are, and should continue to be, fundamental principles of the final LTS. The revised draft to make this clearer.

Inclusion of a "Car Travel" topic area, to help reassure people that car is still very much regarded as a key access component will assist with this. North East of Scotland across different modes". –

The City centre and Beach topic area has the policy to "Ensure that the transport network enables Aberdeen City Centre and Beach to function as high-quality, accessible destinations that people wish to live in, visit, use and spend time in. Promote the movement of people ahead of vehicles and ensure that people are encouraged to move between the two areas using sustainable transport"

The Walking and wheeling topic area acknowledges that "A better walking environment has been shown to deliver benefits to the economy too. The Pedestrian Pound (2018), demonstrates that on streets where the pedestrian experience has been improved, footfall is shown to increase by 20-35 per cent, bucking a 22 per cent decline in footfall across the UK between 2007-2017. It also shows that when streets are regenerated to boost walking, there is a corresponding impact on turnover, property values and rental yields. For well-designed projects, sales can increase by 30 per cent or more when could have used a car. If these cars were all in a traffic jam it would tail back 142 miles equivalent to the distance from Aberdeen to Glasgow.

Financially, the WACI finds that the total annual economic benefit from all trips cycled in Aberdeen is £32.4 million. This includes trips cycled for enjoyment or fitness, and trips to destinations by people with and without a car. It also finds that 7,100 return cycling trips are made daily in Aberdeen by people that could have used a car. If these cars were all in a traffic jam it would tail back 21 miles equivalent to the distance from Aberdeen to Banchory.

The Nestrans Comprehensive Travel Study (2023) found that residents who did not have access to a vehicle were significantly more likely to use the bus (55%) compared to those who did have access (5%)

footfall is boosted. Corresponding bits in draft LTS - challenges - declining patronage of city centre, vision refers to economy objective, table to evidence how topics and policies met objectives. Furthermore, Appendix 5 to the draft LTS is an Economic Endorsement which evidences how the LTS helps to realise the Regional Economic Strategy, backed up by the Council's City Growth Cluster.	

Concerns over
how plans will be
funded and that,
in funding them,
Council spends
money on the
wrong things

External funding is acknowledged as an "Opportunity" in the draft LTS, presented in November 2023 for consultation. The "STAG Objective, Option Generation and Appraisal" section states that "Of the multimodal options, the "Do maximum" option has been identified as the preferred option. This will require considerable investment to achieve and there are associated risks involved with raising funding, having the necessary resource to deliver the work and being able to deliver the timescales. However, evidence has already shown that considerable external funding exists and, despite the risks, aiming for the "Do maximum" option will best meet the needs of the people and the city". Therefore, an LTS is an important part of gaining external funding.

The Aberdeen Walking and Cycling Index (WACI) (2023) evidences that residents want more funding for walking, wheeling, cycling and public transport:

51% on walking and wheeling44% on cycling67% on public transport38% on driving

It is important for the LTS to be aspirational in order to demonstrate the city's commitment to change and to provide the evidence when bidding for external funding to improve the transport network

Social Interaction

Barriers	Facilitators	Opportunities	Potential Solutions
Concerns that 20	In the draft LTS, presented for	The Aberdeen Walking and Cycling Index	Make it clearer in the
minute	consultation in November 2023, Topic	(WACI) (2023), found that	final LTS that while
neighbourhoods	4, "Reducing the Need to travel" has		this is an aspiration, it
will make it more	an action to "Work with partners to	- 63% of Aberdeen households are in	is acknowledged that
difficult for people	ensure that reducing the need to	neighbourhoods of more than 40 homes	not everyone will be

to access some major facilities and that reducing the need to travel will affect physical and mental health and economy

travel is balanced against the need to keep the city "open for business" and considers the mental and physical health of people".

Topic 27, "Land Use Planning", quotes straight from National Planning Framework for Scotland (NPF4) that, "For Local Living, new and existing communities should be planned together with homes and the key local infrastructure including schools, community centres, local shops, greenspaces, health and social care, digital and sustainable transport links with the principle of being able to access these within a 20 minute active travel journey.

This was done to outline that it is beneficial to ensure that people have easy access to the type of services they are likely to need most regularly but does not prevent them from travelling further afield to access others.

per hectare. These are or can become 20-minute neighbourhoods. These higher-density neighbourhoods with more people can sustain local businesses and public transport routes.

 50% of respondents agree they can easily get to many places they need to visit without having to drive

Concerning the question of "What percentage of residents would find more local amenities and services useful to help them walk or wheel more?"

- 79% More shops and everyday services, such as banks and post offices, close to your home
- 72% More government services, such as doctors surgeries and schools, close to your home.
- 80% More parks or green spaces close to your home
- 80% More things to see and do close to your home, like cafés or entertainment venues

The WACI also modelled that proportion of households within a 400m radius of the following amenities. This is modelled as a straight-line distance, as opposed to the actual walking distance based on street

able to access all facilities they need within a 20 minute journey and people will not be forced to do so.

More mapping to show this concept so that people can see how it relates to their local area is needed.

		layout which is likely to be longer (approximately equivalent to 480m). Based on this: - Food shop 70% - Park or space for recreation 93% - Doctors surgery 24% - Primary school 43% - Post Office 27% - A mix of cultural and leisure venues 75% - Railway station (within 800m) 7% - Bus stop 98% In the 2023 City Voice survey 82.8% of people felt more physically well and 80% more mentally well as a result of walking and wheeling in 2023 (based on 445 respondents)			
	Care and Maintenance				
Barriers	Facilitators	Opportunities	Potential Solutions		
Improving condition of roads and pavements should be a priority	This matter is acknowledged in the draft LTS. The "Key Drivers", "Challenges", "Outcomes" and "Outputs" all reference maintenance while both "Road, carriageway and Footway Maintenance" and "Winter Maintenance" have their own topics	One of the most agreed with aspects of the Draft LTS based on the consultation responses.	Ensure this topic remains in the final LTS		

	with corresponding "Policies" and "Actions". Furthermore, despite there not being a "Maintenance" objective (the intention was that it would contribute to many objectives) the table of Objectives vs policies in the draft LTS clearly demonstrates how the maintenance topics/ policies meet the objectives.			
	Influence and Self Control			
Barriers	Facilitators	Opportunities	Potential Solutions	
Document quite long, some jargon, too much info to take in and a lot to include in one consultation	"Reader friendly" and "At a glance" and "Easy to Read", "summary versions of the draft LTS were available as part of the consultation documents and were referenced, with corresponding page numbers, in the consultation questionnaire.	Comments will be taken on board in the next version.	A shorter main document with more maps and more "Plain English" writing is needed. More detailed information, currently contained in the current draft LTS, could be moved into an appended supporting document to enable this.	

Concern that
Council are not
listening, they are
implementing
things that go
against the
wishes of the
public and people
are losing faith in
them as a result

The draft LTS allowed the public and stakeholders to see what was bring proposed by the Council, based on the evidence gathered to inform it.

As well as being informed by other National, regional and Local Plans, Policies and Strategies and a review of the previous LTS, it has also been informed by a Main Issues Consultation which took place in October and November 2021. This took place right at the start of the process, before there was even a draft to comment on. This asked people what they thought were the challenges and the opportunities (current and future), what worked well for transport in Aberdeen, what didn't work and what could be improved, what areas transport should work with and enable most such as economy. environment, health and communities. All of this shaped the content of the LTS and this is clearly explained in the document. The above is summarised in the "Listening to you" section of the draft LTS.

Once the volume and nature of responses to the draft LTS consultation had been established in January 2024, it became clear that more time would have to be set aside and more expertise brought in to ensure a through analysis of the consultation responses.

Make it very clear who the LTS is for at the start of the document, and ensure that it continues to evidence how the public have shaped it.

The inclusion of this report on the draft LTS consultation and taking it back to elected members to inform the next steps, is also a key part of this as it further demonstrates the importance of consultation in informing decision making.

3.7 Children and Young People

- 3.7.1 Feedback was also sought from 136 young people following designated sessions across three primary schools in Aberdeen. This was done using a simplified version of the Place Standard Tool Place Standard Tool for Children and Young People | Our Place and asking questions in the following areas:
 - How does traffic in my place affect me when out and about?
 - How easy is it to walk, scoot, wheel or cycle to places you want to go?
 - When things happen in my Place do people include me in decisions and listen to what I say?
 - Is it easy for me to get where I need to go by bus, train etc?
 - Do I feel safe in my place?
- 3.7.2 The information was sought from:
 - Riverbank school Roundtable group 8 pupils
 - Kaimhill Classroom sessions with around 120 pupils (Primary 6/7)
 - St Peters Roundatable group with 8 pupils (Primary 6/7)
- 3.7.3 The three schools chosen to participate were St Peter's, Kaimhill and Riverbank schools. As all three of these schools are currently engaging with, or being supported by the I Bike Schools programme in Aberdeen, this meant that the I Bike Schools officer was able to assist with the consultation and, being known to the children, would know how best to work with them. The selected schools also allowed a good geographical spread across the city.
- 3.7.4 In terms of the views of the children, they were asked some questions too: The main points, with some quotes from the children, are presented below. Alongside the percentages the number of respondents is shown in brackets:

How does traffic in my place affect me when out and about?

 55% (n=55) answered "Okay, some improvement needed" when asked "How does traffic in my place affect me when out and about" (out of 100 children who answered the question). The main feedback was that traffic was an inconvenience that got in the way of them getting places on foot and vehicles often travelled too fast.

"Great Northern Road annoying to cross" because of traffic volume". "Speed bumps are too far apart. They should be closer together to slow down the traffic."

How easy is it to walk, scoot, wheel or cycle to places you want to go?

46% (n=47) answered "Okay, some improvement needed" when asked
"How easy is it to walk, scoot, wheel or cycle to places you want to go?"
(out of 102 children who answered the question). The main feedback
was that active travel routes could be better maintained, especially in
winter and that more infrastructure, including crossing points, to
encourage this, would improve things. However, there was positivity
towards active travel

"I like to cycle. It reduces pollution and reduces emotional stress. If I wake up feeling grumpy it makes me feel better."

"Pavements are uneven for scooting."

When things happen in my Place do people include me in decisions and listen to what I say?

• 71% (n=50) answered "Okay, some improvement needed" when asked "When things happen in my Place do people include me in decisions and listen to what I say?" (out of 70 children who answered the questions). The main feedback was that more could be done to involve children but that it is getting better.

"Sometimes adults know best."

"Adults should look past what they think is happening. They should talk to the child first."

Is it easy for me to get where I need to go by bus, train etc?

• 54% (n=15) answered "Okay, some improvement needed" when asked "Is it easy for me to get where I need to go by bus, train etc?" (out of 28 children). The main feedback was that children liked buses, especially the new hydrogen and electric ones but downsides were slippery when wet and some of their fellow passengers spoiling the experience. "Like the hydrogen buses"

"Like the view from the double decker buses but stairs can get quite slippery"

Do I feel safe in my place?

 48% (n=13) answered "Great, it's as good as it can be" when asked "Do I feel safe in my place?" (out of 27 children). The main feedback was linked to traffic making them feel less safe when crossing roads and that the behaviour of some people could make them feel uncomfortable. More lighting and again crossings were identified as improvements

"Need higher fines for people that break the rules"

"I do not feel safe at crossings due to speed and volume of traffic"

3.7.5 The above shows that, although children were quite satisfied with the transport network, some improvements were needed and that these were mainly in relation to active travel provision, traffic speeds and crossing points. There was good support for wanting to travel actively and, while they did feel listened to, they acknowledged there was still improvement to be made too. The views of the children therefore met with the intentions of the draft LTS.

4. Conclusions

- 4.1. From the responses analysed it has become clear that the draft LTS will require some reworking before a final version can be reported back to committee for adoption. It is envisaged that this reworking will include:
 - A shorter main LTS document with much of the detail, contained in the current one, residing in a new, accompanying background document
 - Greater explanation about who the document is for and a structure which better fits with the Local Outcome Improvement Plan (LOIP) structure of Economy, People and Place
 - The need to map out more clearly how the key drivers, challenges and opportunities link to the vision, objectives, outcomes, outputs, topic areas, policies and actions, rather than just showing some of the links
 - More reference to health inequality, economy including Aberdeen's role, not just as a local, but a regional, national and international hub and the need to ensure that people are not too strongly dissuaded from travel
 - Greater emphasis on accessibility rather than mobility and transport
 - More map based so people can better understand how the strategic plans can impact upon their area
 - Being clearer about the LTS aiming to ensure people have a choice of ways to access something, rather than feeling car is their only option.
 - Being more explicit about the car's role in the transport network, rather than people perceiving the LTS to be anti-car.