

Agenda Item	8
Report No	CIA/5/18

HIGHLAND COUNCIL

Committee: City of Inverness Area

Date: 22 February 2018

Report Title: Lower Speed (Inverness City Centre) Study

Report By: Director of Development and Infrastructure

1. Purpose/Executive Summary

- 1.1 This report provides an update on the Lower Speed Study undertaken through the Scottish Road Safety framework funding.
- 1.2 A Plan of the relevant streets is shown at **Appendix 1**. Living Streets has produced a report covering the Lower Speed (Inverness City Centre) Study. A copy of the report is attached at **Appendix 2**. A series of speed surveys were undertaken in 2017 and they show that in the main traffic was travelling within compliance threshold.
- 1.3 An online survey received over 600 responses. A summary analysis of the responses is attached at **Appendix 3**. A workshop (Individual/Social/Material – ISM) was held in November 2017 and the messages that came from the workshop are summarised in **Appendix 4**.
- 1.4 The final section of the Study Report sets out the considerations for the way forward. Officer comments on the points raised are set out in **Appendix 5**.

2. Recommendations

- 2.1 Members are asked to:
 - note the contents of the report and the supporting documentation;
 - note the aspects of the Inverness City Development Brief that are relevant to the actions set out in the final section of the Study Report;
 - endorse the key outcomes identified from the ISM Workshop: Users of streetscape feel safer; Inverness is more attractive; Improved amenity and economy;
 - delegate the Director of Development and Infrastructure to develop and implement a messaging campaign about lower speeds in Inverness City and other communities; and
 - delegate the Director of Development and Infrastructure to review the existing

speed limit gateways and enhance them through improved signs and markings.

3. Background

3.1 Living Streets – the UK charity for everyday walking – secured funding from the Scottish Government through the Road Safety Framework to work in four communities across Scotland to support the introduction of 20mph speed limit areas. Living Streets were approached about including Inverness as part of the project, focusing on the roll out of the latest phase of the 20 mph area in Inverness City Centre.

3.2 The aims of the Study covered three areas of interest:

- Review of the existing scheme background and existing signs/markings
- Engagement with Stakeholders
- Promotion options for the 20mph Scheme

3.3 The area covered by the Study includes City Centre streets already covered by 20 mph speed limit and the additional streets added during the summer 2017. A Plan of the relevant streets is shown at **Appendix 1**.

3.4 Back in 2009 the 20 mph speed limit was approved covering the majority of the core City Centre ([ICC 42/09](#)). At the time this was seen as complementing the City Centre Streetscape/Transportation Project which upgraded the public realm.

4. Study Activities and Report

4.1 A Study report has been produced by Living Streets. A copy of the report is attached at **Appendix 2**.

4.2 As part of the study a series of speed surveys were undertaken in 2017 and the monitoring showed that in the main traffic was travelling within tolerance for a 20 mph speed limit. The results are summarised below.

Ref	Street	Mean Average Speed MPH (Direction)	
1	Academy Street	13.2 (Northbound)	12.1 (Southbound)
2	Union Street	12.7 (Westbound)	
3	Bank Street (at Mercure Hotel)	22.7 (Northbound)	19.7 (Southbound)
4	Bank Street (at Church)	21.2 (Northbound)	19.6 (Southbound)
5	Chapel Street	20.6 (Northbound)	15.8 (Southbound)
6	Crown Road	26.2 (Northbound)	25.7 (Southbound)
7	Millburn Road	16.1 (Westbound)	19.8 (Eastbound)
9	Ness Walk	18.4 (Southbound)	

4.3 A two pronged approach was taken to stakeholder engagement: a survey of the wider public; and discussions with identified officers and stakeholder groups. The online survey was aimed at gathering impressions of the impact of the 20 mph speed limit and views on safety and ease of movement. The online survey received over 600 responses. A summary analysis of the responses is attached at **Appendix 3**.

4.4 In addition dialogue with a range of stakeholders was undertaken by Living Streets. These included: Crown and City Centre Community Councils; St. Josephs and Crown Primary Schools; Business Improvement District; Inverness Access Panel; Walking and Cycling advocacy groups; and a number of key Council officers.

- 4.5 Following discussions with stakeholders, a workshop was held in November 2017 using the Individual, Social and Material (ISM) Tool (based on insights from three key disciplines – behavioural economics, social psychology and sociology - social practice theory). The workshop explored the question ‘what would success look like for the 20 mph area in Inverness’. The overarching message which came from the workshop was that 20 mph speed limit should not be seen as an end in itself, rather how 20mph contributes to desired end outcomes. The key outcomes were defined as:
- Users of streetscape feel safer
 - Inverness is more attractive
 - Improved amenity and economy

Intermediary success factors –that is success on the way to achieving the end outcomes - were defined as:

- Reduction in conflict between users/ shared understanding of needs
- Understanding across all stakeholders of how 20mph contributes to outcomes and what else needs to be in place

- 4.6 A copy of the ISM workshop summary report is shown at **Appendix 4**.

5. Way Forward

- 5.1 The final section of the report sets out a series of actions for Highland Council and partners to consider. The table at **Appendix 5** sets out Officer comments about the points that have been raised.

- 5.2 It is noted that the [Inverness City Centre Development Brief](#) already addresses a number of points raised in the Study Report:

Vision for 2030: Inverness has a vibrant, prosperous and unique city centre on the river, well connected and accessible, and valued as an attractive place to work, live and visit.

Accessible, Easy and Safe to Move Around: a network of safe, attractive routes gives clear priority to walking, cycling and use of public transport, enabling people of all-abilities to move comfortably while ensuring efficient access for vehicles, including parking.

Promote safer crossing points for pedestrians and cyclists by managing vehicular movements appropriately and reconfiguring streets at the following locations:

- Academy Street (Station Square);
- Strothers Lane (Inverness Railway Station to Bus Station);
- Millburn Road (leading to Inverness Railway Station);
- Bridge Street (junction with Church Street and Castle Wynd)

- 5.3 The Officer comments to the other points raised in the final section of the Study Report involve a series of proposed actions:

Messaging Campaign

- Link with local Primary Schools.
 - Link with Junior Road Safety Officers (JRSO) activities at schools (Event for JRSO to be held at Eden Court Theatre on 16th May 2018).
 - Social media.
 - Link with Highland Road Safety Group Partners
 - Link with Safer Scotland initiative - In Town Slow Down (see images at **Appendix 5**)
- Improve signage for the 20 mph area and install gateway features

- Develop and implement enhanced gateway (signs and markings) arrangements.
- Undertake a phased approach to streetscape and active travel enhancement
- A number of initiatives are already being developed: Inverness City Active Travel Network (funding awarded); and Inverness Station Access Feasibility Study (funding awarded).
 - Continue to seek external funding for enhancements

6. Implications

- 6.1 Resource - The input from the Council has largely involved staff time and was undertaken as part of the duties of those officers who contributed. All costs associated with the online survey were funded by Living Streets (Scottish Road Safety Framework).
- 6.2 Legal - The 2009/2017 20mph speed limit Road Traffic Regulation Orders have been implemented using the powers of the Council as Road Authority.
- 6.3 Community (Equality, Poverty and Rural) - 2017 Programme (Local Voices Highland Choices) – ‘A welcoming place’. Priority 6: Continue to introduce 20mph speed limits and work with partners to improve road safety on all our roads.
- 6.4 Climate Change / Carbon Clever - Lower speeds and increased levels of active travel can contribute to climate change objectives.
- 6.5 Risk - Observed vehicle speeds are currently within the compliance levels for 20mph speed limit. Much lower speeds will need better messaging and enhancement to the public realm. Lack of funds for public realm enhancement will frustrate progress. Evidence of political support for the key outcomes: Users of streetscape feel safer; Inverness is more attractive; Improved amenity and economy will make it easier for Officers to seek external funds.
- 6.6 Gaelic - None

Designation: Director of Development and Infrastructure

Date: 1 February 2018

Author: Richard Gerring, Transport Planning Manager

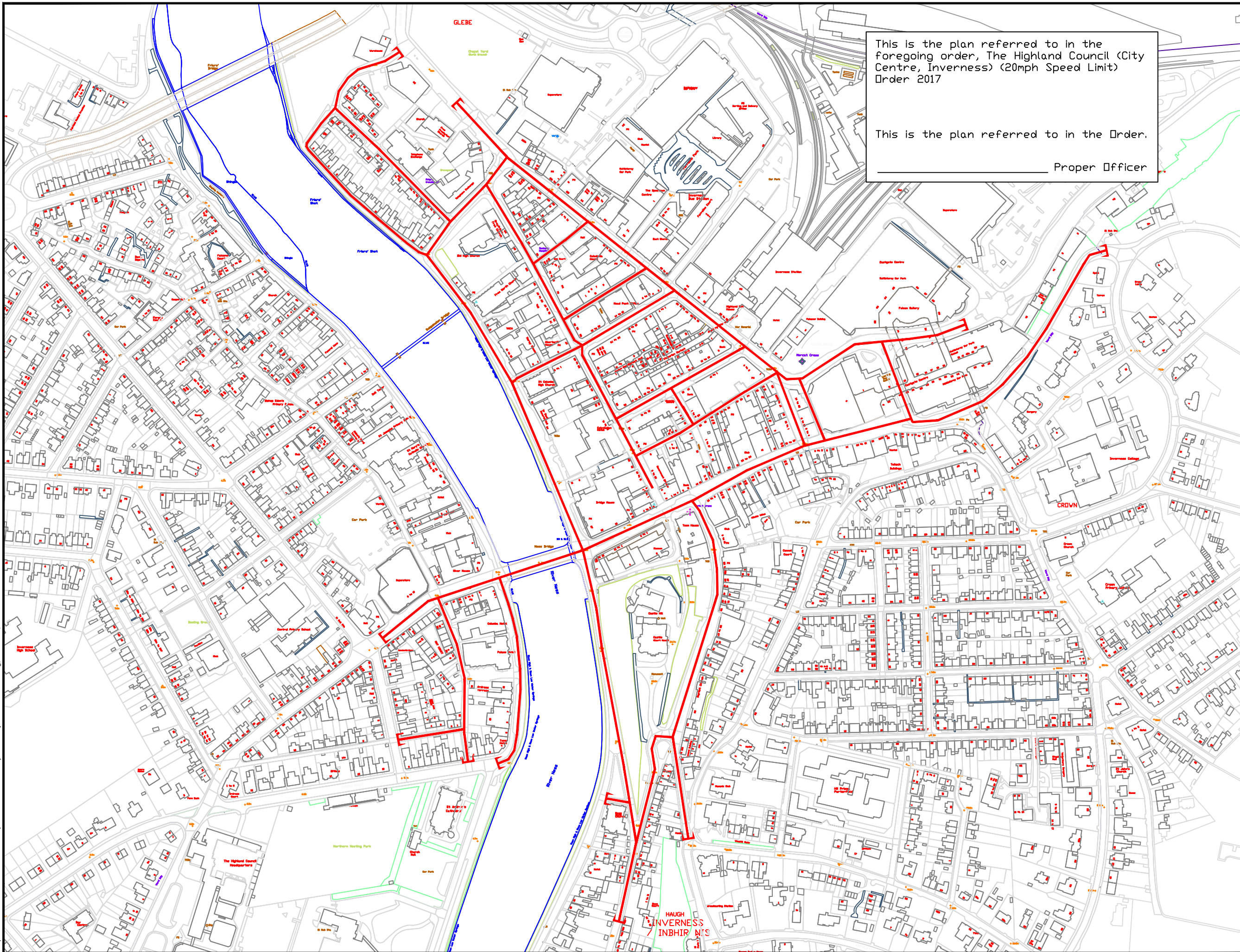
Background Papers: Lower Speed papers held by the author

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This is the plan referred to in the foregoing order, The Highland Council (City Centre, Inverness) (20mph Speed Limit) Order 2017

This is the plan referred to in the Order.
 _____ Proper Officer



Revision Details	Drawn By	Check By	Check Date	Sufx



DEVELOPMENT & INFRASTRUCTURE

ROAD SAFETY TEAM
 HQ
 GLENROUHQHART ROAD
 INVERNESS IV3 5NX

Phone : 01463 252930
 Fax : 01463 252930
 E-Mail : lisa.mackellach@highland.gov.uk

Project
**Inverness City Centre
 Proposed 20mph Limit
 Plan for TRO**

Title
Plan View

Scale (at A3)
Not to Scale

Drawn	CI	Date	14/11/2016
Checked	DRAFT	Date	

Project No:	
Drawing No:	
Rev:	

Inverness City Centre – Promoting 20 mph

Background

Living Streets Scotland secured funding through the Scottish Government's Road Safety Framework to work in communities across Scotland where speed had been identified as an issue, and communities wanted to see the introduction of a 20 mph area.

Highland Council had introduced a 20 mph area in the majority of the core city centre in 2009. At the time this was seen as complementing the City Centre Streetscape and Transportation Project which upgraded the streetscape to encourage greater access for pedestrians and cyclists while also increasing their sense of safety. Additionally the 20 mph area was seen as contributing to the Single Outcome Agreement through increasing healthy life expectancy, especially for the most disadvantaged.

The 20 mph area was introduced and has been in operation since. However, no promotional or advertising campaign was undertaken, with there being a reliance on the Transport Regulation Order (TRO) to advertise the intention to implement the area.

Since the introduction of the area there has also not been any monitoring of its effect on speed, driver behaviour or residents and businesses view of its impact.

In 2017 a decision was taken to add additional streets to the 20 mph area to give greater coverage within the core city centre area.

Highland Council approached Living Streets about being part of the project. It was agreed that Living Street's intervention in Inverness would focus on:

- Reviewing the existing scheme background and existing signs/markings
- Engaging with Stakeholders
- Promoting the 20mph Scheme

The importance of involving a range of interests within Highland Council and beyond was identified. Additionally, the project needed to ensure that it sat beside and complemented other current or future projects, that it was seen as realistic and achievable, that staff in other services could contribute to the project where needed, and that its findings and outputs had buy-in across the Council and other appropriate agencies.

Reviewing the Existing Scheme

The existing 20 mph area was put in place in 2009 and 2010. Highland Council reviewed the extent of existing signage and markings. It was noted that there was minimal signage and that the signage was also small. This complied with legislation, but concern was raised that this might not aid in driver or pedestrian recognition that a 20 mph area was in place. The signage for the last phase which was introduced in summer 2017 was bigger, brighter and more prevalent.

Speed monitoring showed that in the main traffic was travelling within tolerance for a 20 mph area, except in one particular location.

Stakeholder Engagement

A two pronged approach was taken to stakeholder engagement – a survey of individuals and discussions with identified interest groups

Survey

A survey was carried out through Highland Council's Facebook page, targeting residents and those travelling in to the city. An advertorial ran in the Inverness Courier drawing attention to the survey and encouraging people to complete it. The survey aimed to gather impressions of the impact of the 20 mph speed limit and views on safety and ease of movement within the area.

There were over 600 responses and analysis of those responses showed:

69% of respondents were aware of the speed limit with a fairly even split (48% as opposed to 51%) between those believing it had had a positive impact as opposed to those who did not. 63% of respondents drove into the city – the reasons for coming into the city were evenly split between shopping, work and to socialise. When asked about the acceptability of speed, 50% agreed that it was acceptable. 69% stated that crossing the street was easy and 84% said that walking was easy. However, only 57% said that cycling was easy. 85% stated that walking was safe from traffic, but only 54% said cycling was safe from traffic. The top improvements identified were: improved crossing points, improved 20 mph signage, cycle lanes, dropped kerbs and more crossings.

However – and perhaps more importantly - analysis of comments shows a disparity of views between those who identified as primarily drivers when completing the survey as opposed to those who identified as pedestrians or cyclists. Drivers wanted to see the flow of traffic speeding up with a lessening of the stop start nature of traffic imposed by lights and junctions, while pedestrians wanted a lessening of the volume and speed of traffic.

Cycling is overwhelmingly seen as dangerous and not easy due to driver behaviour, lack of dedicated cycle lanes, inadequacy of existing cycle lanes, narrowness of roads, volume of traffic and state of road surfaces.

Pedestrian views on crossing the street in the city centre raise a range of issues. These include volume and speed of traffic, traffic lights taking a long time to change and not giving enough time to cross, insufficient number of crossings – and often crossing points not matching desire lines leading to conflict between pedestrians and cars. Additionally it was viewed that there were insufficient dropped kerbs and those available not were good enough. Parking was seen as impeding the free movement of pedestrians and there was an imbalance between the needs of cars and pedestrians. Driver behaviour was identified as an issue, with impatience at crossings, approaching too fast, and encroaching onto or blocking crossings cited. Academy Street in particular was cited as an area where traffic speed was too fast and the pedestrian experience was poor.

Walking about Inverness city centre was seen to be impacted by narrow pavements, volume of pedestrians especially during the tourism season, uneven pavements, bins and street furniture, dropped kerbs not being good enough, cyclists on pavements and pavement parking.

Engagement with specific stakeholders

To ensure a wide range of interests were engaged, specific conversations were held with Crown and City Centre community council, St Josephs and Crown Primary Schools, Business Improvement District, internal Highland Council stakeholders, Living Streets supports and cyclists, and Inverness Access Panel. In addition, contact was made with VisitScotland, but there was no response. The purpose of these conversations was to capture views on the impact of the 20 mph area, views on promotion and possible improvements. The key points in these discussions are set out below.

Crown Community Council

- Impact of 20 mph was minimal as traffic volume and lights limit speed
- How aware are drivers that they are in a 20 mph area
- 20 mph signage and area needs more continuity
- Driver behaviour change important
- Drivers – and pedestrians – feel that cars have right of way
- People have perceptions of speed and perceptions of the threat of traffic
- Needs to be a safety message/campaign about taking speeds down in residential areas
- Too much focus on the needs of cars in the city centre - pedestrians should have priority
- Pedestrian priority areas need highlighted
- Parking – how does this fit with 20 mph, pedestrian priority and encouraging cycling
- People do not understand or realise contraflow cycling on 20 mph roads allowed – very little promotion or signage

BID

- No consensus within BID Board on the impact of the city centre 20 mph scheme
- Has had a limited success in reducing speed
- 20 mph has brought no other benefits to the city centre
- Some business have commented that it has had an adverse effect on their business
- 20 mph has not encouraged more people to walk and shop

Internal Highland Council Stakeholders

- 20 mph area gives a perception of redressing the balance between cars and other road users, but not there yet. Question about whether more is needed to bring about change in behaviour and actually redress the balance
- The road layout and lights do bring some change
- Enforcement of speed limits and parking restrictions needed

- A need for better, wider pavements to support walking which would also narrow streets and support 20 mph limit
- Academy Street seen as a key place- an important vehicular route through the city centre. Perception that this is the area where speed is still an issue. Is a need for a vision and strong leadership for Academy Street. The historic townscape in Academy Street could be the catalyst for this.
- A clear statement is needed about the relative importance of pedestrians and cars. This can be seen to go against the local retail economy (ie cars bring trade and need to park near shops). Needs to be more messaging about how people do and could shop and the importance of the cycling and the pedestrian pound.
- The Local Transport Strategy has very little about pedestrian priority
- The City Centre Development Brief needs to be taken into consideration and should support any initiative round 20 mph and support for walking and cycling
- Castle Street regeneration should be taken into consideration when looking at future actions – how does this fit into and support an overall approach
- The current location of the Bus Station is not helpful – it is out of the way and appears to add to congestion
- Important to consider how the proposed railway station improvements fit into an overall strategy
- The opening of the West Link have might impact on some traffic and therefore its impact on the city centre is unclear
- Community Links Plus should reduce traffic flow and change travel modes, however not everyone is convinced
- Transport Planning is working with the bus companies to get people on to buses, with priority signalling for buses. How does this fit with other initiatives and could there be an opportunity to piggy back on this
- Need to develop Park and Ride to support fewer people bringing cars into the city centre eg East Inverness
- A pilot way finding scheme is being developed which could support more walking and needs to be part of an overall strategy
- Rational for introduction of 20 mph is accident driven – this supports the limited budget available – a question whether this should this be the way forward
- Could 20 mph be set as a standard requirement in planning conditions?
- Consideration is being given to relaxing parking standards in new developments in the city centre – this will reduce the number of spaces required and send out a message about car use
- In the Crown area a developer is introducing 20 mph as part of the development – but there are missing links nearby.
- Traffic in Inverness has increased but in line with other cities? Need to be mindful of the economic growth of Inverness and support this through any development
- However, anything which is done needs to be mindful of the impact of ongoing maintenance

Discussion with Living Streets Supports and Cyclists

- Feeling the traffic in city centre is travelling at 20 mph.
- Needs to be extended along Millburn Road to tie in with the Academy.
- Need a consistent approach to cycle lanes - Highland Cycle Campaign wants separate cycle ways and accept there is an issue with cycling on pavements
- Needs clarity, consistency and simplicity of message and signage
- Needs enforcement
- Community Links Plus – most people don't know what its about – and therefore the impact it may have
- How does shared space fit into 20 mph and other initiatives
- Parking approach should be the same across the city
- Park and Ride needed
- Highland Council needs to join things up
- City Centre Development Brief a missed opportunity – doesn't relate to 20 mph, transport planning, pedestrianisation and cycle ways
- Need an overall vision for the city centre which pulls things together and gives a way forward
- 20 mph needs to be extended

St Joseph's and Crown Primaries

- Welcome the introduction of 20 mph
- Have had issues with speeding but not at the moment
- Needs to be a focus on driver behaviour
- Would welcome being involved in any awareness raising campaign

Access Panel

This discussion was limited as the Access Panel had not considered the wider issues of speed and access within the city centre.

Central Messages from Stakeholder Engagement

From the discussion with stakeholders, clear and consistent messages emerged:

- Speeds may be low but drivers' acceptance of this is also low
- Pedestrian and cyclists views on the impact of 20 mph for safety, movement and redressing the balance within the city centre are mixed
- In the absence of clear messages about the reason for 20 mph, people think it is about redressing the balance and making the city centre more cycle and pedestrian friendly
- A need for Highland Council to join up initiatives and strategic approaches. A need for leadership.
- A need to address behaviour change
- Clear issues for cyclists
- A need for clear messaging and signage
- A need for streetscape work to enhance pedestrian benefits

- Consider extending 20 mph area

ISM Workshop

Following the discussions with stakeholders, a workshop was held using the Individual, Social and Material (ISM) Tool to explore further the issues raised during discussions and agree future actions.

The ISM Workshop was held with stakeholders who had contributed to the previous discussions. The workshop explored the question 'What would success look like for the 20 mph area in Inverness?'

The ISM Tool is the Scottish Government's behaviour change model. The model is based on insights from three key disciplines – behavioural economics, social psychology and sociology (social practice theory). The tool describes a range of different factors within each of the three ISM contexts that influence behaviours. It has been successfully used to develop new policies and interventions, and as an analytical framework to evaluate previous research or intervention activity.

Underpinning the use of the tool is an understanding that, for substantive and lasting behaviour change, we should work across multiple contexts (the individual, social and material), involve multiple stakeholders in fostering behaviour change and combine or consider a package of interventions and routes to change that are mutually reinforcing.

The clear overarching message which came from the workshop was that 20 mph should not be seen as an end in itself, rather how 20mph **contributes** to desired end outcomes. The key outcomes were defined as:

- Users of streetscape feel safer
- Inverness is more attractive
- Improved amenity and economy

Intermediary success factors –that is success on the way to achieving the end outcomes, were defined as:

- Reduction in conflict between users/ shared understand of needs
- Understanding across all stakeholders of how 20mph contributes to outcomes and what else needs to be in place

This can be more fully expressed in the following table, with a clear understanding that all success factors identified below could be used to develop actions to deliver an approach and monitor success.

Knowledge	Behaviour	Outcomes		
People know 20mph exists	People drive at / around/ below 20mph	Reduction in accidents / safer for all users	Increased footfall in City Centre	People feel safer
People know that 20mph makes a difference	People drive less aggressively	Improved / reduced air quality *	Vehicles (seen as) less dominant in City Centre	City Centre more attractive/ welcoming/ is a 'destination'
People think 20mph is important	(people perceive) Shift in emphasis on car	Reduced / increased congestion *	Streets more useable for all (incl. pedestrians)	Fewer empty premises; new developments seen in City
People value 20mph (in relation to all street users)	Acceptance of all street users' needs (by all users)	Reduction in traffic conflicts		Improved street / café culture

The following factors/ issues were perceived by the group to be of particular importance:

- Change perceptions of transport hierarchy in the City Centre
- Explore how a 20mph area could/should be promoted in line with the desired outcomes
- How the benefits of the area can be communicated to users

The ISM Workshop gave a clear understanding of the **purpose** of the 20 mph area in Inverness City Centre, the **role** it plays in a larger vision and undertaking to improve the city centre, clear **criteria** for success and the **change** which is desired.

Summary of Findings

It is clear from this study that at the time of its original introduction, although there were indications of the intention and desired effect being sought from the 20 mph area, that this had not been explicitly stated or communicated externally and more widely in the local authority. Indeed, it could be said that the reason why it had been introduced had been forgotten. There had also been no continuing messaging or promotion of the area and its purpose, and little complementary activity to support it or reinforce its purpose. Drivers – as evidenced from the survey – therefore reported frustration with the driving experience, pedestrians and cyclists were frustrated with their experience viewing it as unsafe and not supported, and there was a lack of understanding of the desired balance between vehicles and other users in the city centre. However, the stakeholder discussions and the ISM workshop displayed clear agreement about the issues facing the city centre, the contribution and role which the 20 mph area plays, and the way forward, including the beginnings of a

vision for the city centre itself. This gives a solid platform from which future action can be developed.

Next Steps

This sections sets out the recommended next steps and actions for Highland Council together with its partners.

- Highland Council brings together policies, strategies and initiatives affecting the city centre to create an overall vision for the city centre, with a clear statement on the contribution and role of the 20 mph area
- Agreement is reached on the overall outcomes sought in the city centre with buy in from politicians and stakeholders
- Once the vision and outcomes are agreed, a messaging campaign is developed targeting and using different interest groups – motorists, pedestrians, police, tourists, cyclists, shops and businesses, people with disabilities, parents and children – to explain the benefits and the part everyone can play. The focus should be on why a 20 mph area was introduced, the part it plays in a wider vision for the city centre and benefits it brings. There should be a focus on behaviour change – how we drive, moving to walking and cycling more. Above all, it should recognise we all have something to gain.
- Undertake an analysis of potential streetscape improvements with input from pedestrians, cyclists and those with a disability.
- Improve signage for the 20 mph area and install gateway features welcoming people to the city centre
- Agree and undertake a phased approach to streetscape and cycling improvements to enhance the walking and cycling experience and as a physical sign of the support for active travel and slower speeds

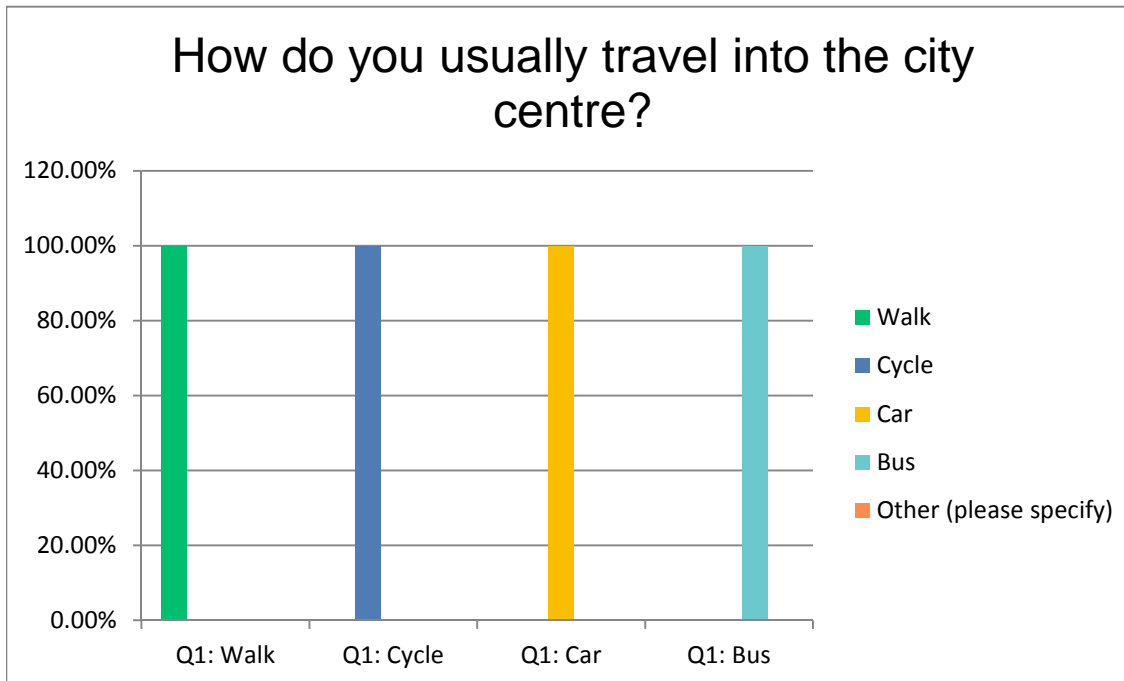
Inverness City Centre 20mph zones

Q1. How do you usually travel into the city centre?

	Walk		Cycle		Car		Bus		Other (please specify)		Total	
Q1: Walk	100.00%	119	0.00%	0	0.00%	0	0.00%	0	0.00%	0	20.95%	119
Q1: Cycle	0.00%	0	100.00%	39	0.00%	0	0.00%	0	0.00%	0	6.87%	39
Q1: Car	0.00%	0	0.00%	0	100.00%	373	0.00%	0	0.00%	0	65.67%	373
Q1: Bus	0.00%	0	0.00%	0	0.00%	0	100.00%	37	0.00%	0	6.51%	37
Total	20.95%	119	6.87%	39	65.67%	373	6.51%	37	0.00%	0	100.00%	568

Answered 568

Skipped 0



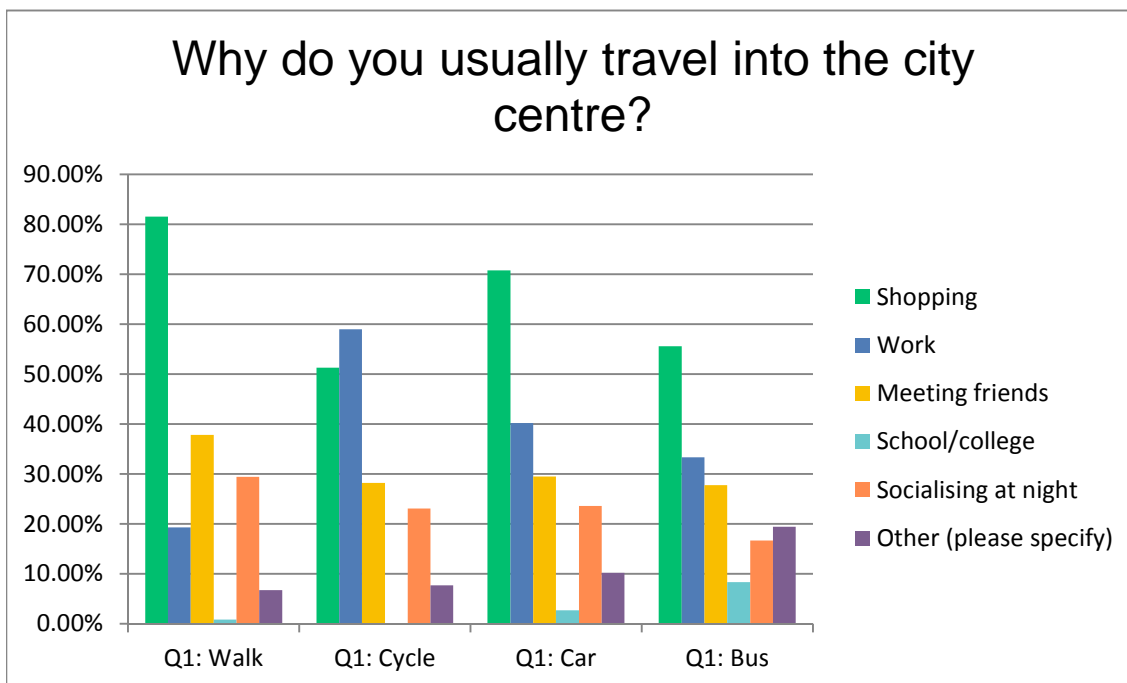
Inverness City Centre 20mph zones

Q2. Why do you usually travel into the city centre?

	Shopping		Work		Meeting friends		School/college		Socialising at night		Other (please specify)		Total	
Q1: Walk	81.51%	97	19.33%	23	37.82%	45	0.84%	1	29.41%	35	6.72%	8	20.99%	119
Q1: Cycle	51.28%	20	58.97%	23	28.21%	11	0.00%	0	23.08%	9	7.69%	3	6.88%	39
Q1: Car	70.78%	264	40.21%	150	29.49%	110	2.68%	10	23.59%	88	10.19%	38	65.78%	373
Q1: Bus	55.56%	20	33.33%	12	27.78%	10	8.33%	3	16.67%	6	19.44%	7	6.35%	36
Total	70.72%	401	36.68%	208	31.04%	176	2.47%	14	24.34%	138	9.88%	56	100.00%	567

Answered 567

Skipped 1



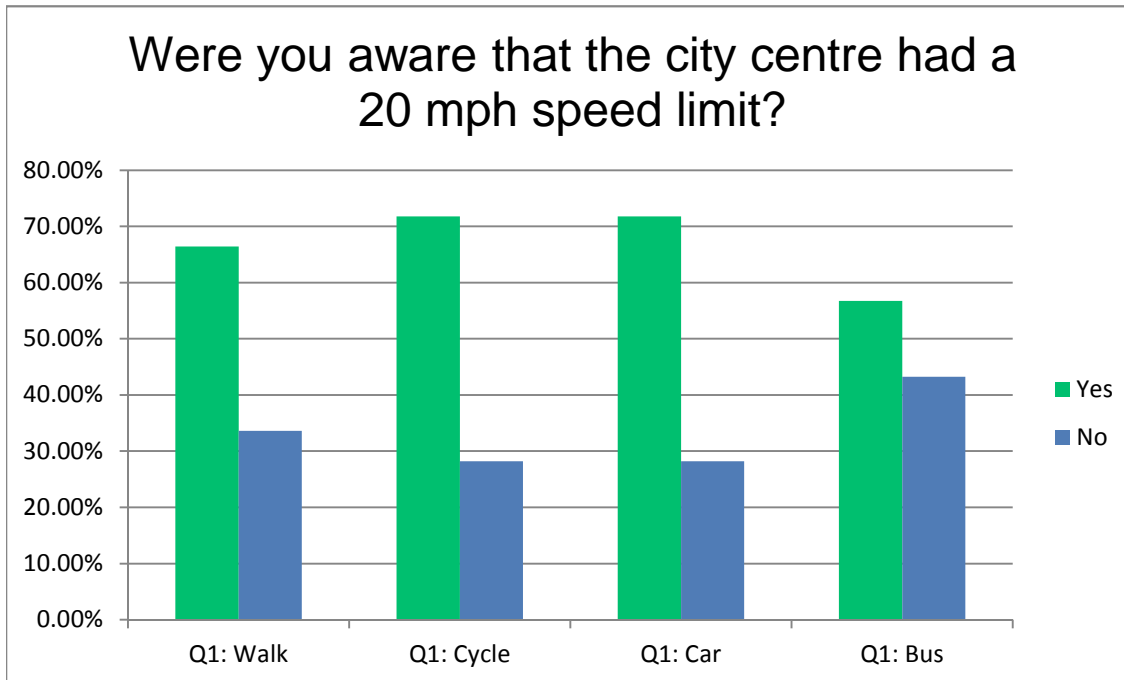
Inverness City Centre 20mph zones

Q3. Were you aware that the city centre had a 20 mph speed limit?

	Yes		No		Total	
Q1: Walk	66.39%	79	33.61%	40	20.99%	119
Q1: Cycle	71.79%	28	28.21%	11	6.88%	39
Q1: Car	71.77%	267	28.23%	105	65.61%	372
Q1: Bus	56.76%	21	43.24%	16	6.53%	37
Total	69.66%	395	30.34%	172	100.00%	567

Answered 567

Skipped 1



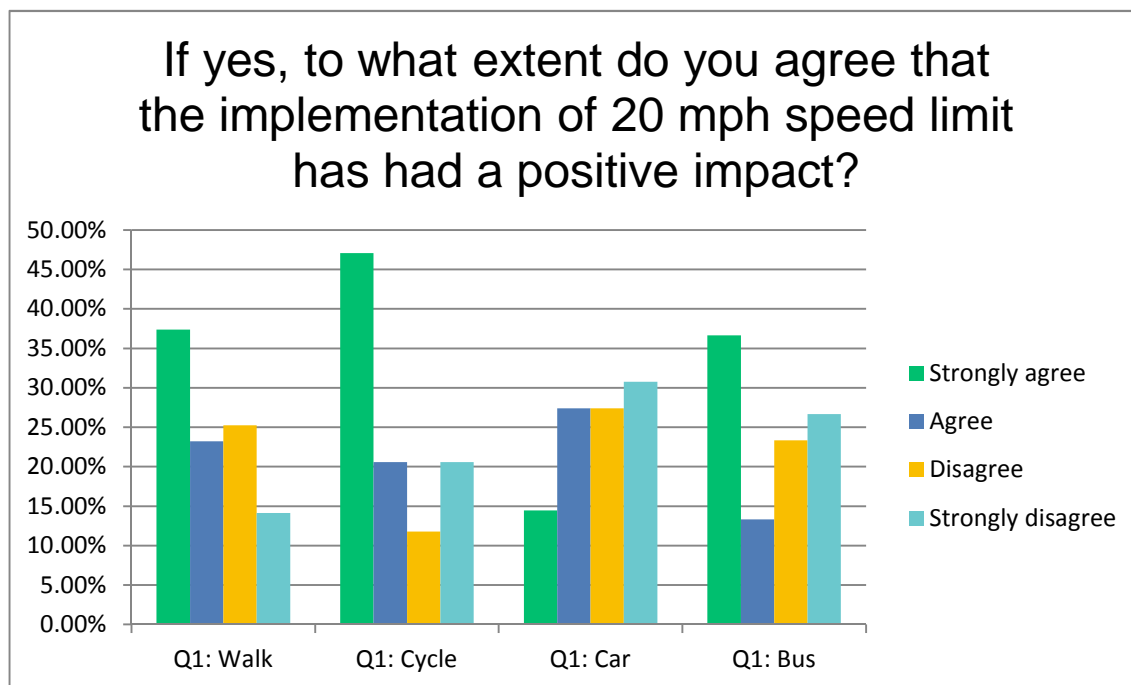
Inverness City Centre 20mph zones

Q4. If yes, to what extent do you agree that the implementation of 20 mph speed limit has had a positive impact?

	Strongly agree		Agree		Disagree		Strongly disagree		Total	
Q1: Walk	37.37%	37	23.23%	23	25.25%	25	14.14%	14	20.29%	99
Q1: Cycle	47.06%	16	20.59%	7	11.76%	4	20.59%	7	6.97%	34
Q1: Car	14.46%	47	27.38%	89	27.38%	89	30.77%	100	66.60%	325
Q1: Bus	36.67%	11	13.33%	4	23.33%	7	26.67%	8	6.15%	30
Total	22.75%	111	25.20%	123	25.61%	125	26.43%	129	100.00%	488

Answered 488

Skipped 80



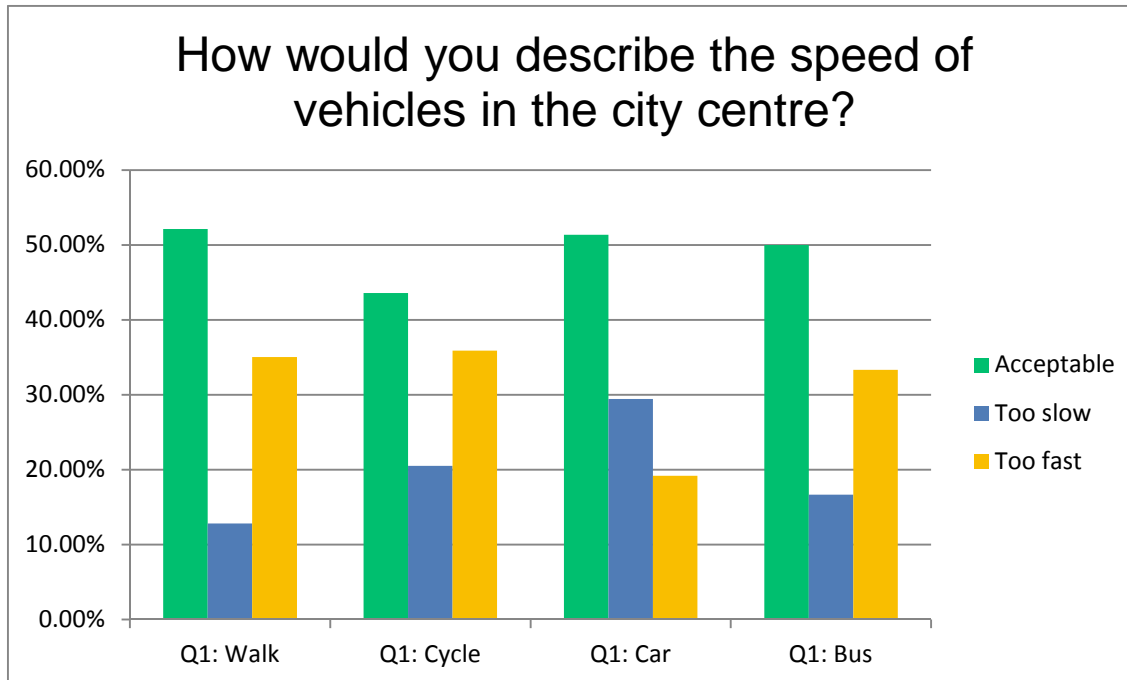
Inverness City Centre 20mph zones

Q5. How would you describe the speed of vehicles in the city centre?

	Acceptable		Too slow		Too fast		Total	
Q1: Walk	52.14%	61	12.82%	15	35.04%	41	20.82%	117
Q1: Cycle	43.59%	17	20.51%	8	35.90%	14	6.94%	39
Q1: Car	51.35%	190	29.46%	109	19.19%	71	65.84%	370
Q1: Bus	50.00%	18	16.67%	6	33.33%	12	6.41%	36
Total	50.89%	286	24.56%	138	24.56%	138	100.00%	562

Answered 562

Skipped 6



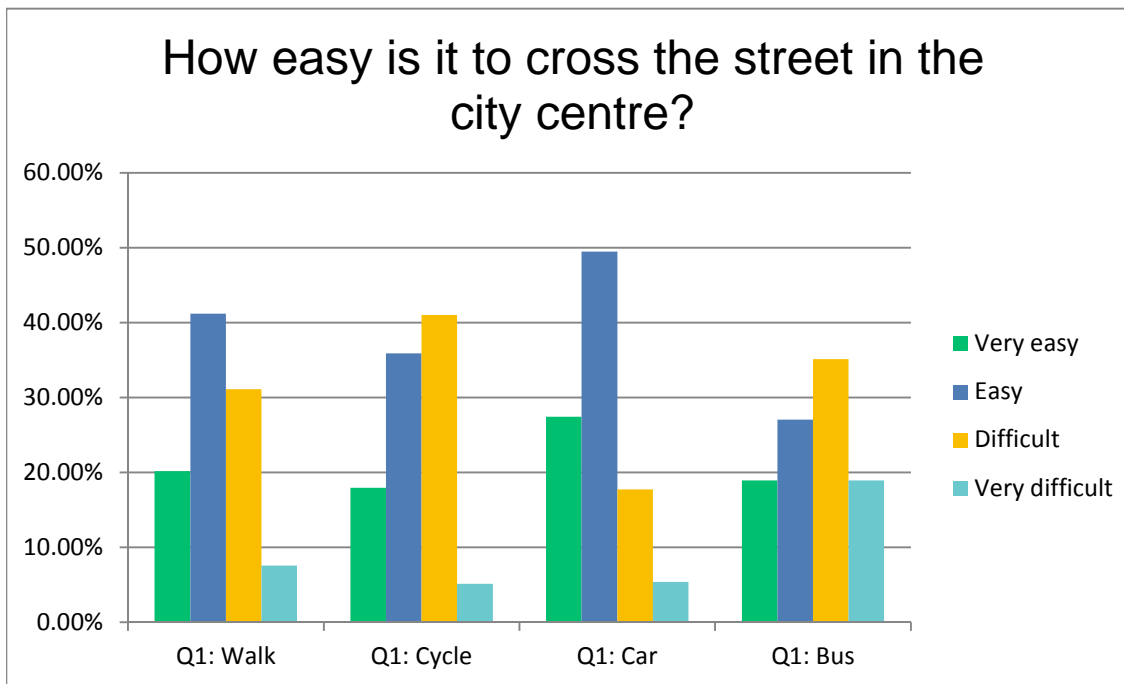
Inverness City Centre 20mph zones

Q6. How easy is it to cross the street in the city centre?

	Very easy		Easy		Difficult		Very difficult		Total	
Q1: Walk	20.17%	24	41.18%	49	31.09%	37	7.56%	9	20.99%	119
Q1: Cycle	17.95%	7	35.90%	14	41.03%	16	5.13%	2	6.88%	39
Q1: Car	27.42%	102	49.46%	184	17.74%	66	5.38%	20	65.61%	372
Q1: Bus	18.92%	7	27.03%	10	35.14%	13	18.92%	7	6.53%	37
Total	24.69%	140	45.33%	257	23.28%	132	6.70%	38	100.00%	567

Answered 567

Skipped 1



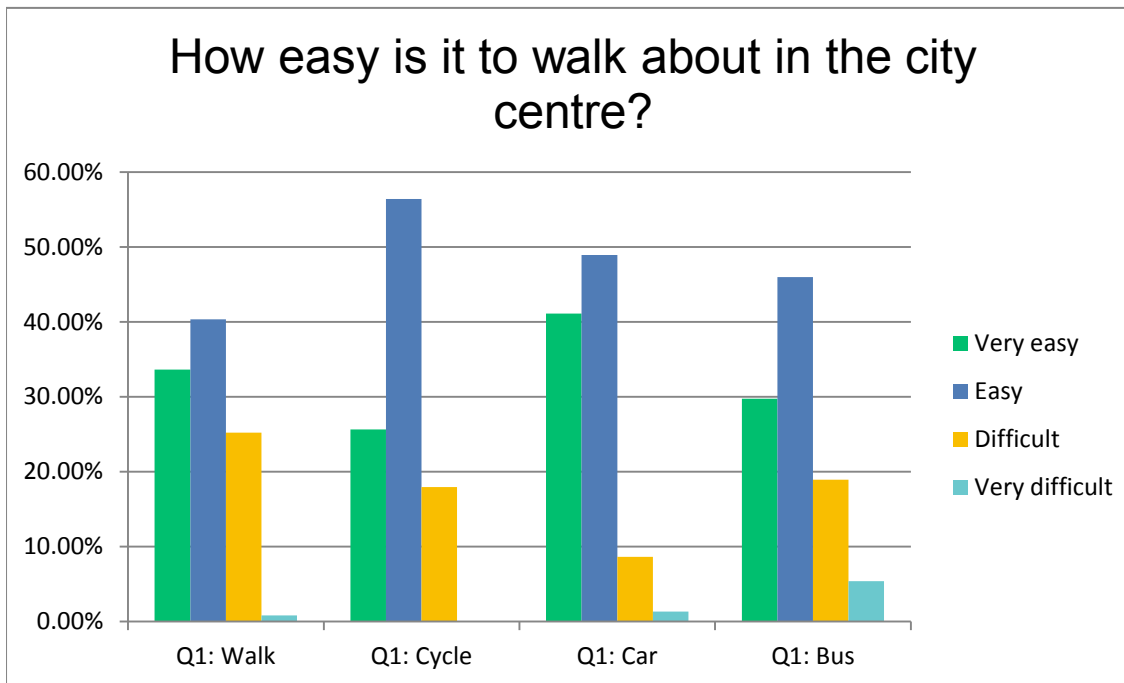
Inverness City Centre 20mph zones

Q8. How easy is it to walk about in the city centre?

	Very easy		Easy		Difficult		Very difficult		Total	
Q1: Walk	33.61%	40	40.34%	48	25.21%	30	0.84%	1	21.06%	119
Q1: Cycle	25.64%	10	56.41%	22	17.95%	7	0.00%	0	6.90%	39
Q1: Car	41.08%	152	48.92%	181	8.65%	32	1.35%	5	65.49%	370
Q1: Bus	29.73%	11	45.95%	17	18.92%	7	5.41%	2	6.55%	37
Total	37.70%	213	47.43%	268	13.45%	76	1.42%	8	100.00%	565

Answered 565

Skipped 3



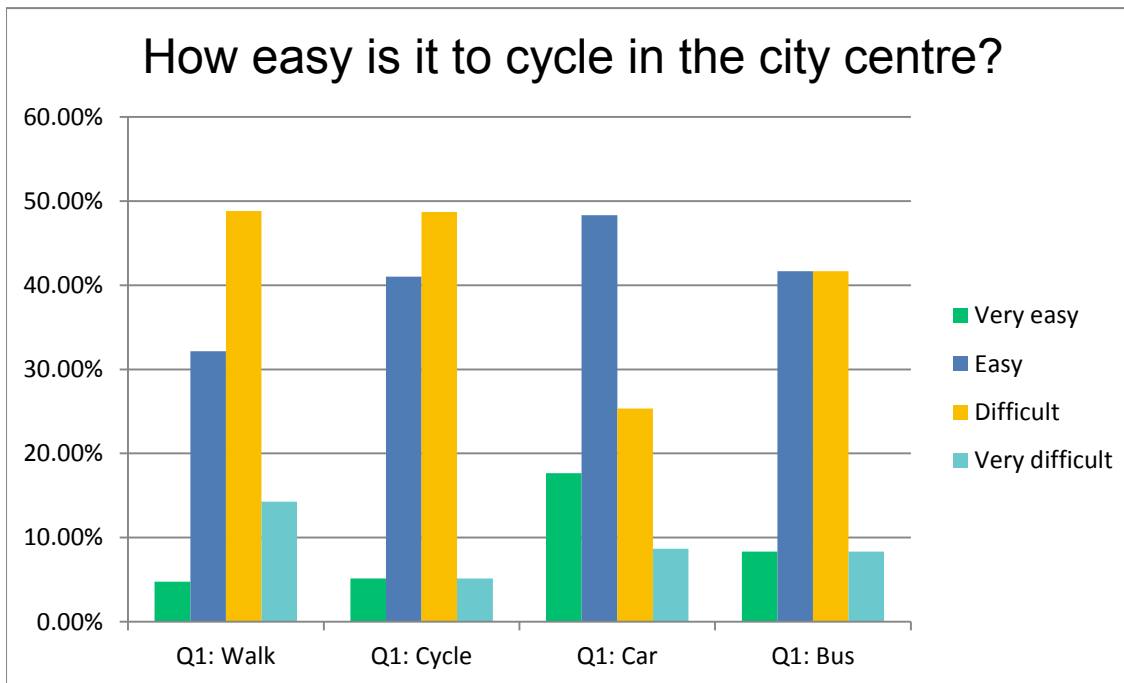
Inverness City Centre 20mph zones

Q10. How easy is it to cycle in the city centre?

	Very easy		Easy		Difficult		Very difficult		Total	
Q1: Walk	4.76%	4	32.14%	27	48.81%	41	14.29%	12	18.79%	84
Q1: Cycle	5.13%	2	41.03%	16	48.72%	19	5.13%	2	8.72%	39
Q1: Car	17.67%	53	48.33%	145	25.33%	76	8.67%	26	67.11%	300
Q1: Bus	8.33%	2	41.67%	10	41.67%	10	8.33%	2	5.37%	24
Total	13.65%	61	44.30%	198	32.66%	146	9.40%	42	100.00%	447

Answered 447

Skipped 121



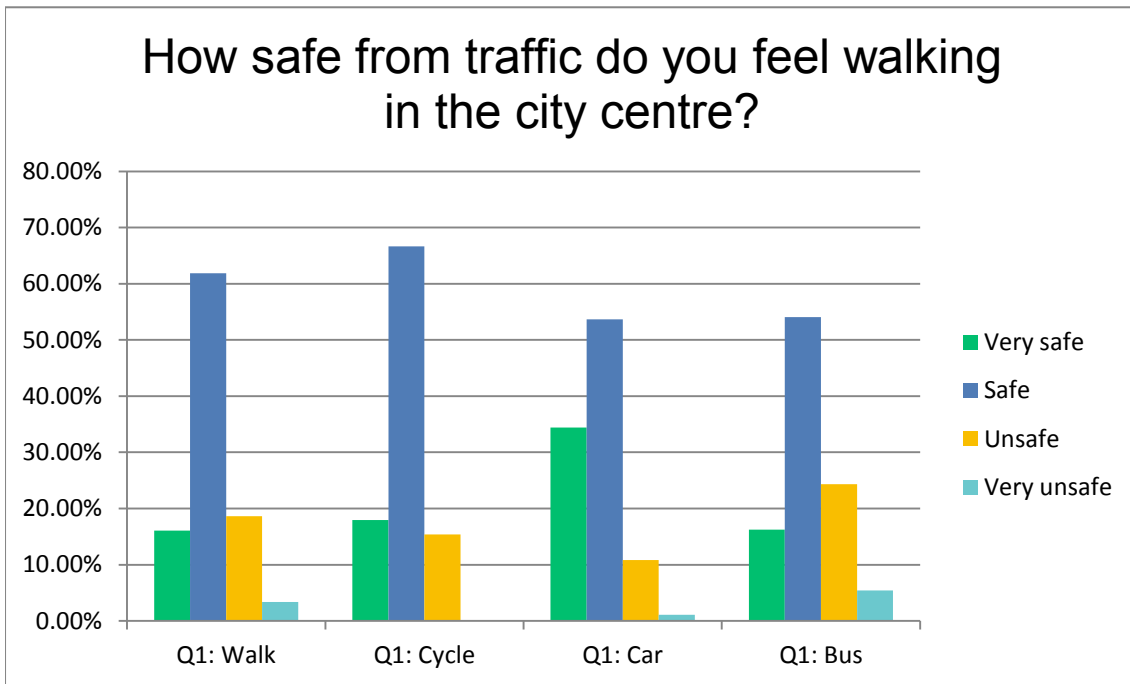
Inverness City Centre 20mph zones

Q12. How safe from traffic do you feel walking in the city centre?

	Very safe		Safe		Unsafe		Very unsafe		Total	
Q1: Walk	16.10%	19	61.86%	73	18.64%	22	3.39%	4	20.96%	118
Q1: Cycle	17.95%	7	66.67%	26	15.38%	6	0.00%	0	6.93%	39
Q1: Car	34.42%	127	53.66%	198	10.84%	40	1.08%	4	65.54%	369
Q1: Bus	16.22%	6	54.05%	20	24.32%	9	5.41%	2	6.57%	37
Total	28.24%	159	56.31%	317	13.68%	77	1.78%	10	100.00%	563

Answered 563

Skipped 5



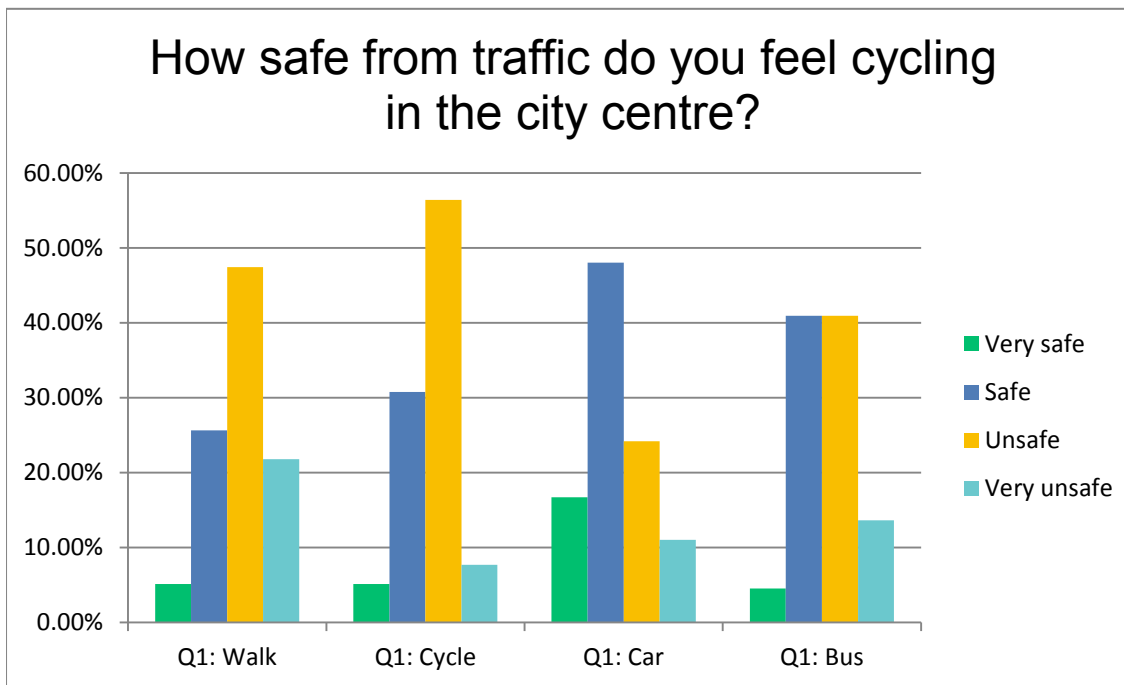
Inverness City Centre 20mph zones

Q14. How safe from traffic do you feel cycling in the city centre?

	Very safe	Safe	Unsafe	Very unsafe	Total
Q1: Walk	5.13% 4	25.64% 20	47.44% 37	21.79% 17	18.57% 78
Q1: Cycle	5.13% 2	30.77% 12	56.41% 22	7.69% 3	9.29% 39
Q1: Car	16.73% 47	48.04% 135	24.20% 68	11.03% 31	66.90% 281
Q1: Bus	4.55% 1	40.91% 9	40.91% 9	13.64% 3	5.24% 22
Total	12.86% 54	41.90% 176	32.38% 136	12.86% 54	100.00% 420

Answered 420

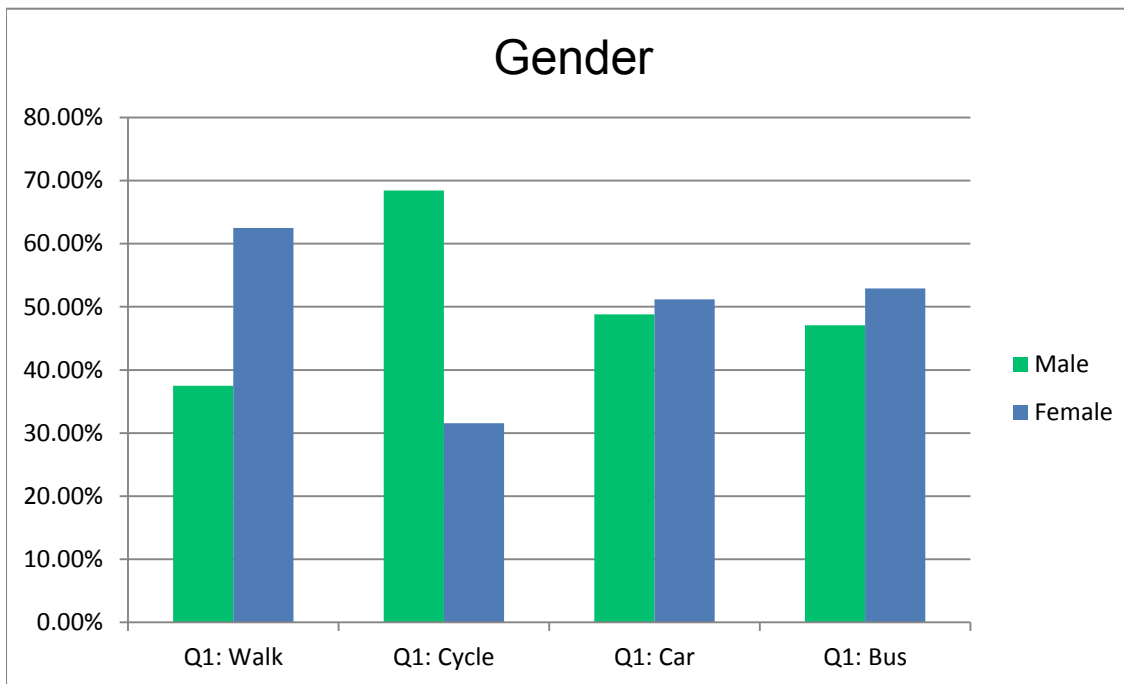
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Inverness City Centre 20mph zones

Q21. Gender

		Male		Female		Total
Q1: Walk	37.50%	42	62.50%	70	21.54%	112
Q1: Cycle	68.42%	26	31.58%	12	7.31%	38
Q1: Car	48.81%	164	51.19%	172	64.62%	336
Q1: Bus	47.06%	16	52.94%	18	6.54%	34
Total	47.69%	248	52.31%	272	100.00%	520
				Answered		520
				Skipped		48



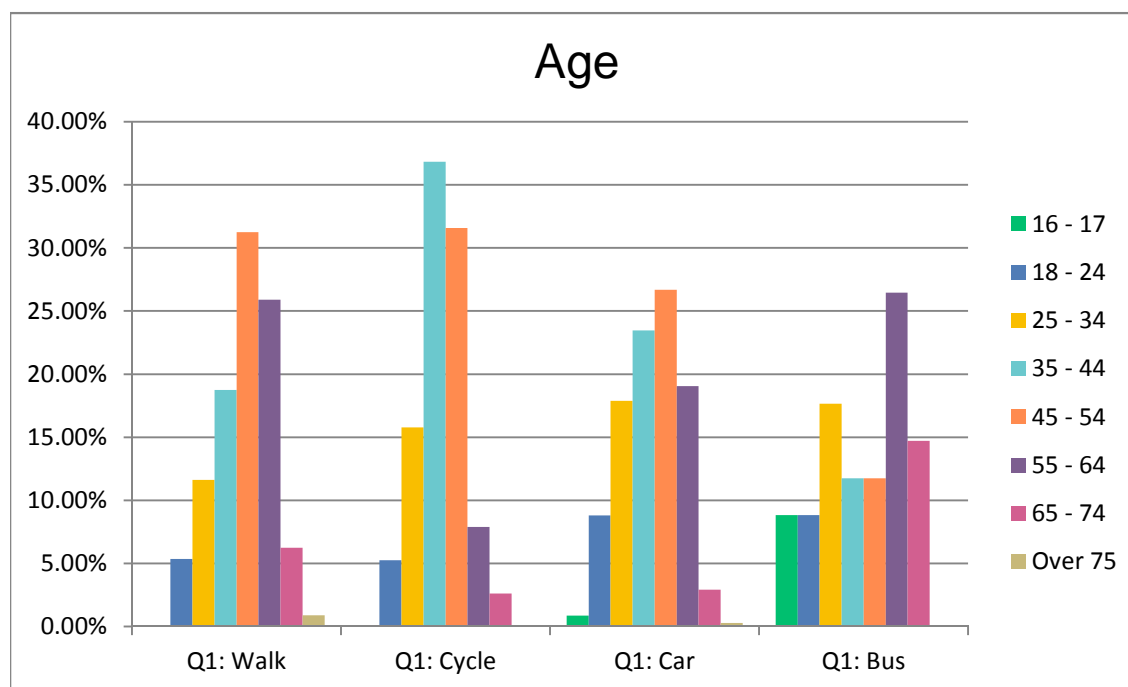
Inverness City Centre 20mph zones

Q22. Age

	16 - 17		18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 - 74		Over 75		Total	
Q1: Walk	0.00%	0	5.36%	6	11.61%	13	18.75%	21	31.25%	35	25.89%	29	6.25%	7	0.89%	1	21.33%	112
Q1: Cycle	0.00%	0	5.26%	2	15.79%	6	36.84%	14	31.58%	12	7.89%	3	2.63%	1	0.00%	0	7.24%	38
Q1: Car	0.88%	3	8.80%	30	17.89%	61	23.46%	80	26.69%	91	19.06%	65	2.93%	10	0.29%	1	64.95%	341
Q1: Bus	8.82%	3	8.82%	3	17.65%	6	11.76%	4	11.76%	4	26.47%	9	14.71%	5	0.00%	0	6.48%	34
Total	1.14%	6	7.81%	41	16.38%	86	22.67%	119	27.05%	142	20.19%	106	4.38%	23	0.38%	2	100.00%	525

Answered 525

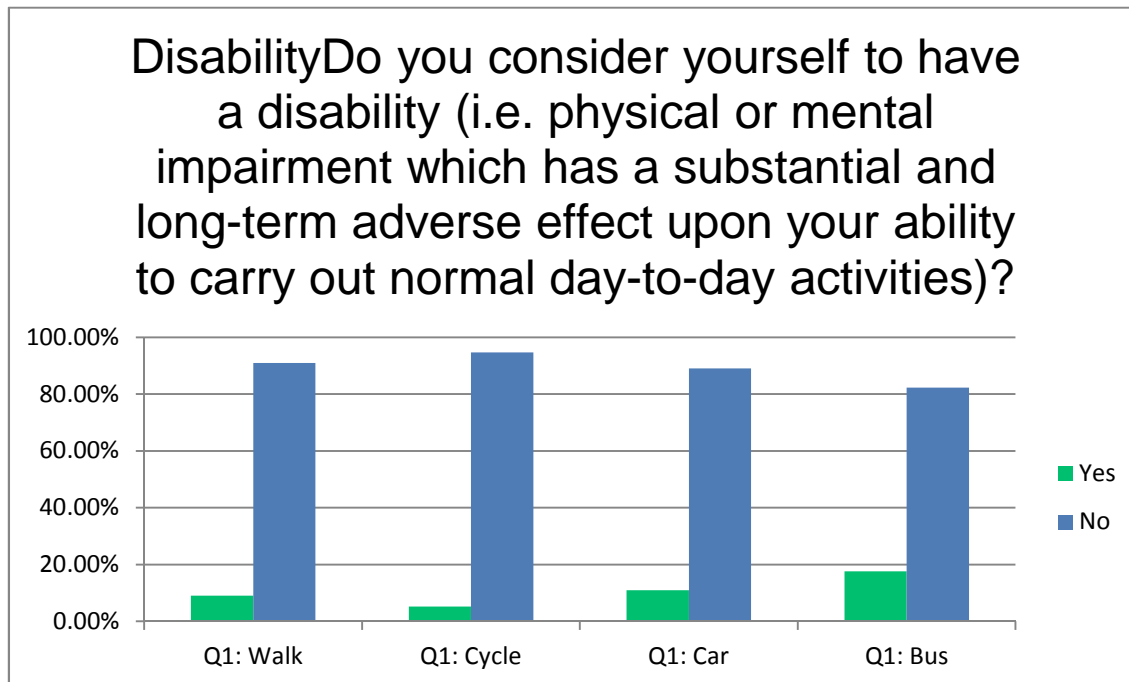
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Inverness City Centre 20mph zones

Q23. Disability - Do you consider yourself to have a disability (i.e. physical or mental impairment which has a substantial and long-term adverse effect upon your ability to carry out normal day-to-day activities)?

	Yes		No		Total	
Q1: Walk	9.01%	10	90.99%	101	21.26%	111
Q1: Cycle	5.26%	2	94.74%	36	7.28%	38
Q1: Car	10.91%	37	89.09%	302	64.94%	339
Q1: Bus	17.65%	6	82.35%	28	6.51%	34
Total	10.54%	55	89.46%	467	100.00%	522
				Answered		522
				Skipped		46



'Success' as defined by attendees

ACTIVITIES						OUTCOMES	
	People know 20mph exists	People know that 20mph makes a difference	People drive at / around/ below 20mph	Reduction in accidents / safer for all users	Increased footfall in City Centre		People feel safer
		People think 20mph is important	People drive less aggressively	Improved // reduced air quality *	Vehicles (seen as) less dominant in City Centre		City Centre more attractive/ welcoming/ is a 'destination'
		People value 20mph (in relation to all street users)	(people perceive) Shift in emphasis on car	Reduced // increased congestion *	Streets more useable for all (incl. pedestrians)		Fewer empty premises; new developments seen in City
		Acceptance of all street users' needs (by all users)	Reduction in traffic conflicts		Improved street / café culture		

* Evidence required to assess likely impact w.r.t these factors

Key understanding developed throughout discussion was that success should not be about delivering 20mph, rather how 20mph *contributes* to end outcomes

Inverness 20mph Area Workshop Write-up

Alex Hilliam

HILLIAM RESEARCH AND ANALYSIS

7th November 2017

Summary / overview

- This document presents notes from an ISM workshop exploring the installation of 20mph areas in Inverness City Centre
- The analysis was based on insights from a workshop of 12 stakeholders with experience of this issue in Inverness. The group included representatives from:
 - Living Streets, Highland Cycle Campaign, Highland Council (various depts.), Community Council, Inverness BID
- What constitutes 'success' for the scheme was explored by the group, with key factors identified
- The factors that influence these definitions of success was then explored and is presented in this document around each ISM context.
 - **N.B. The factors identified reflect both the views of the stakeholders involved *and* their perceptions of the views of others that may influence this behaviour**
- Key points are summarised and notes from groups exploring three key areas/ issues to realise success for 20mph are presented

N.B. this document is solely a note of the key issues arising from the workshop. As such forms a resource to support development of actions for 20mph introduction in Inverness

'Success' as defined by attendees

ACTIVITIES						OUTCOMES
	People know that 20mph makes a difference	People drive at / around/ below 20mph	Reduction in accidents / safer for all users	Increased footfall in City Centre	People feel safer	
	People think 20mph is important	People drive less aggressively	Improved // reduced air quality *	Vehicles (seen as) less dominant in City Centre	City Centre more attractive/ welcoming/ is a 'destination'	
	People value 20mph (in relation to all street users)	(people perceive) Shift in emphasis on car	Reduced // increased congestion *	Streets more useable for all (incl. pedestrians)	Fewer empty premises; new developments seen in City	
		Acceptance of all street users' needs (by all users)	Reduction in traffic conflicts		Improved street / café culture	

* Evidence required to assess likely impact w.r.t these factors

Key understanding developed throughout discussion was that success should not be about delivering 20mph, rather how 20mph *contributes* to end outcomes

Key Success Factors (as agreed by group)

- End outcomes
 - Users of streetscape feel safer
 - Inverness more attractive
 - Improved amenity and economy
- Key intermediary success factors
 - Reduction in conflict between users/ shared understand of needs
 - Understanding across all stakeholders of how 20mph contributes to (end) outcomes (and what else needs to be in place)

N.B. *All success factors identified in previous slide could be used to develop actions to deliver scheme and monitor success*

Achieving Success for 20mph: Individual factors

Values, Beliefs, Attitudes

- All street/ road users need to 'buy in' to 20mph / vision; understand it as a shared problem

Costs & Benefits

- 20mph needs enforcement
- Reduction in accidents a key benefit
- Benefits/ costs need to be linked to journey time (for drivers – and other users)

Emotions

- Streets perceived as risky for cyclists
- Drivers / cyclists / pedestrians in conflict

Skills and Knowledge

- Drivers (all users) need to know / understand the benefits of 20mph

Habits

- Stakeholders resistant to change



Achieving Success for 20mph: Social factors

Roles / Identity

- Motivations/ perspectives for drivers (through) the City Centre different to shoppers, cyclists etc

Norms

- Poor adherence to good practice (in driving, walking, cycling etc.) perceived / seen across all modes – it is the norm

Institutions

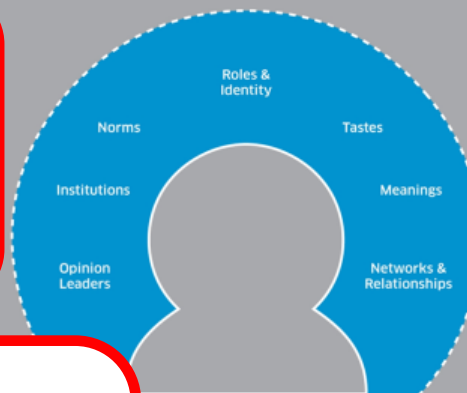
- Govt. *message* is pedestrian first (see 'rules')
- Not all local institutions share same vision. Need to consider messages from BID; cycling lobby; councillors etc.

Meanings

- City Centre currently = motorists; emphasis is 'on cars'
- City Centre currently perceived as a 'route' not a destination
- Need clarity on what City Centre is 'for'; what is the vision

Opinion Leaders

- Need for local councillors; local businesses to take a lead and champion change/ vision for City Centre (once clear vision achieved – see 'meanings')



Achieving Success for 20mph: Material factors

Rules and Regulations

- Current free parking in centre incentivises driving
- Current transport policy prioritises pedestrians over motor transport ('Designing Streets'), but not borne out in (all) practice
- Limited Council resources for changes (see 'costs')

Objects

- Need for better Public Transport provision to replace car trips



Infrastructure

- Road network changes required; but some areas cannot be changed due to built environment
- Improvement of road surfaces required
- Inverness centre not designed for current car volumes; currently set up 'disproportionately' for vehicles
 - Streets should be designed for all users (not just cars etc)
- Westlink may have an impact (but perhaps not on East of city)
- Reduction of city centre car parking required

Priority factors/ Issues

- The following factors/ issues were perceived by the groups to be particular importance in the group:
 - Change perceptions of transport hierarchy in the City Centre
 - Explore how could/ should a '20mph zone' be promoted in line with the desired outcomes
 - How can the benefits of the area be communicated to users?
- Mini-groups explored what could be done to lever change in these factors. Notes from these groups are contained in the following slides:
 - These are transcribed as they were written and form a basis for further exploration; rather than firm plans for interventions

N.B. other key factors identified in the ISM mapping could also be explored

Developing Improvements/ Opportunities

Opportunity for action: Key factors / issue	How can the benefits of the area be communicated ?
What would you do/ what could be done?	<ul style="list-style-type: none"> • Benchmark current position: speed; congestion; journey times; footfall; traffic schemes • Compare / contrast with other towns/ cities showing evidence of improvement or otherwise • Test road closures in the city centre
How would this help? What other factors would it change / influence?	<ul style="list-style-type: none"> • Demonstrate options / alternatives for those affected • Additional / alternative parking on both sides (<i>of city/ river???</i>) • Gives direct evidence of benefit • Communication to different users/ groups • Transport Hub for public transport
What can you build on?	<ul style="list-style-type: none"> • Current PT provision • Clear link to overall city plan and how individual projects link to provide benefits
Who needs to be involved?	<ul style="list-style-type: none"> • Haulage industry • National / local government • Business groups
What are the risks / limitations?	<ul style="list-style-type: none"> • Lack of commitment / confidence from Council • Alienating user groups/ increasing conflict • Technical issues

Developing Improvements/ Opportunities

Opportunity for action: Key factors / issue	Change perception of transport hierarchy in City Centre
What would you do/ what could be done?	<ul style="list-style-type: none">• Make harder for cars to come into the centre• Wider pavements• Emphasise what has already been done/ will be done• Take buses off Academy St
How would this help? What other factors would it change / influence?	<ul style="list-style-type: none">• Consistency of message• Co-ordination of effort
What can you build on?	<ul style="list-style-type: none">• Inverness courier campaign on reinvention of City Centre• Local plan development briefing for city centre• Community link / railway station
Who needs to be involved?	<ul style="list-style-type: none">• Needs to link to benefits promotions / messaging
What are the risks / limitations?	<ul style="list-style-type: none">• No overall vision / plan for City Centre

Developing Improvements/ Opportunities

Opportunity for action: Key factors / issue	How to promote / communicate scheme as other than '20mph'
What would you do/ what could be done?	<ul style="list-style-type: none"> • Rebrand – reflect pedestrian priority • Install clear gateway / boundaries to demonstrate 'zone' • Develop coherent / logical area for zone (not just one / two streets)
How would this help? What other factors would it change / influence?	<ul style="list-style-type: none"> • Give city centre an 'Identity' • Change awareness of wider audience
What can you build on?	<ul style="list-style-type: none"> • Existing scheme • Political support • Community support
Who needs to be involved?	<ul style="list-style-type: none"> • Business; CIAC (??) • Police; PT operators • 'Movement groups' (HCC; LS; Access)
What are the risks / limitations?	<ul style="list-style-type: none"> • Lack of support / opposition • Budget pressure • Lack of enforcement

LOWER SPEED – REVIEW OF WAY FORWARD OPTIONS		
Ref	Action	Officer Comment
1	Highland Council brings together policies, strategies and initiatives affecting the city centre to create an overall vision for the city centre, with a clear statement on the contribution and role of the 20 mph area	<p>Inverness City Centre Development Brief (For submission to Scottish Ministers January 2018) sets out the overarching vision.</p> <p>Vision for 2030: Inverness has a vibrant, prosperous and unique city centre on the river, well connected and accessible, and valued as an attractive place to work, live and visit.</p>
2	Agreement is reached on the overall outcomes sought in the city centre with buy in from politicians and stakeholders	<p>Inverness City Centre Development Brief</p> <p>Accessible, Easy and Safe to Move Around: a network of safe, attractive routes gives clear priority to walking, cycling and use of public transport, enabling people of all-abilities to move comfortably while ensuring efficient access for vehicles, including parking.</p> <p>Committee is requested to endorse the key outcomes identified through the ISM Workshop.</p>
3	Once the vision and outcomes are agreed, a messaging campaign is developed targeting and using different interest groups – motorists, pedestrians, police, tourists, cyclists, shops and businesses, people with disabilities, parents and children – to explain the benefits and the part everyone can play. The focus should be on why a 20 mph area was introduced, the part it plays in a wider vision for the city centre and benefits it brings. There should be a focus on behaviour change – how we drive, moving to walking and cycling more. Above all, it should recognise we all have something to gain.	<p>Link with local Primary Schools.</p> <p>Link with Junior Road Safety Officers (JRSO) activities at schools (event for JRSO to be held at Eden Court Theatre on 16th May 2018)</p> <p>Social media.</p> <p>Link with Highland Road Safety Group Partners</p> <p>Link with Safer Scotland initiative - In Town Slow Down</p>

LOWER SPEED – REVIEW OF WAY FORWARD OPTIONS		
Ref	Action	Officer Comment
4	Undertake an analysis of potential streetscape improvements with input from pedestrians, cyclists and those with a disability.	<p>Inverness City Centre Development Brief Action - Sustainable Travel</p> <ol style="list-style-type: none"> 1. Continue to promote new or enhanced active travel links between key destinations and important development sites within the city centre that are pedestrian friendly and cycle friendly and cater for disabled people. 2. Develop and implement a city centre wayfinding information strategy that maps suitable locations for at least eight monoliths and associated finger signs, including the removal/reuse of existing signage as appropriate. 3. Promote safer crossing points for pedestrians and cyclists by managing vehicular movements appropriately and reconfiguring streets at the following locations: <ul style="list-style-type: none"> • Academy Street at Station Square; • Strothers Lane linking Inverness Railway Station to Farraline Park; • Millburn Road at junction leading to Inverness Railway Station; • Bridge Street at junction with Church Street and Castle Wynd.
5	Improve signage for the 20 mph area and install gateway features welcoming people to the city centre	Develop and implement enhanced gateway signs and markings arrangements.
6	Agree and undertake a phased approach to streetscape and cycling improvements to enhance the walking and cycling experience and as a physical sign of the support for active travel and slower speeds.	<p>Funding has been received for a number of initiatives that will contribute to active travel and public realm enhancements in the City Centre:</p> <ul style="list-style-type: none"> • Inverness City Active Travel Network (Community Links PLUS) • Inverness Station Access Feasibility Study (Community Links) <p>Bids for external funding will be necessary to support streetscape and active travel improvements.</p>



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