



A96 Corridor Review

Stakeholder & Public Engagement Consultation Report

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95 Bothwell Street
Glasgow, Scotland G2 7HX
United Kingdom
T +44 (0)141 243 8000
F +44 (0)141 226 3109
www.jacobs.com

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Executive Summary

As part of the A96 Corridor Review, an initial public consultation was held from 12 May 2022 to 10 June 2022.

To engage the public and stakeholders, an online consultation feedback survey was created. Respondents were asked about their travel habits, their use of different modes of transport, the benefits and disadvantages of using the A96 corridor, and their general thoughts on travel and transport across the corridor.

In total, 4,687 responses were received, **4,594** via the online consultation feedback survey and a further 93 submitted as email. All feedback has been analysed and coded, including emails received into the dedicated inbox. Online stakeholder sessions were also held to inform stakeholders of the public consultation and obtain their feedback regarding their perception of the corridor today, including their views about any problems and opportunities along the corridor.

It should be noted that when the coding of responses was undertaken, road dualling was considered to be any mention to full dualling (along the length of the corridor, or from Nairn to Aberdeen), partial dualling (Inverness to Nairn or any other partial dualling on the corridor) or any unspecified comments relating to dualling. Dualling of Inverness to Nairn (including the Nairn Bypass), already has ministerial consent and is being taken forward separately from the review.

The results show the majority of respondents (**96%**) stated that car is their primary mode of travel on the A96 corridor. Public transport is a much less prevalent mode of transport amongst respondents, with respondents indicating they use it on a weekly basis being (**2%**) fortnightly (**2%**) and more than once a week (**2%**) with only **1%** of respondents using it on a daily basis. In contrast **46%** of respondents indicated that they do not use public transport within the A96 corridor.

When asked about the current **A96 road network**, the majority of respondents expressed dissatisfaction. Around **88%** of respondents were very dissatisfied or dissatisfied with the availability of safe overtaking opportunities, with **5%** being satisfied or very satisfied. **79%** of respondents were very dissatisfied or dissatisfied with levels of traffic congestion, with **9%** saying they were very satisfied or satisfied. **76%** were very dissatisfied or dissatisfied with the length of journey times compared to **12%** who were very satisfied or satisfied.

Regarding the **bus network and travel**, **50%** of respondents were very dissatisfied or dissatisfied with journey times relative to cars/vans, compared to **5%** who were very satisfied or satisfied. With regards to accessibility to key services, **38%** of respondents were very dissatisfied or dissatisfied compared to **8%** who were either very satisfied or satisfied. The same was true of frequency of services, with **37%** of respondents stating they were very dissatisfied or dissatisfied compared to **8%** who were either very satisfied or satisfied.

Regarding **walking and wheeling**, the availability of safe infrastructure had the highest levels of dissatisfaction amongst respondents, with **43%** being very dissatisfied or dissatisfied and

8% being either very satisfied or satisfied. The ability to walk/wheel safely had the joint highest level of dissatisfaction, with **43%** of respondents also being very dissatisfied or dissatisfied, and **7%** either very satisfied or satisfied. When asked about walking/wheeling routes, **41%** selected either very dissatisfied or dissatisfied, and **5%** either very satisfied or satisfied.

In relation to the **cycling network**, the ability to cycle safely had the highest level of dissatisfaction with **50%** selecting either very dissatisfied or dissatisfied and **4%** selecting very satisfied or satisfied. Regarding the availability of cycling infrastructure, **46%** selected either very dissatisfied or dissatisfied, with **5%** very satisfied or satisfied. When asked about cycling routes and accessibility to cycling routes, **45%** selected either very dissatisfied or dissatisfied and under **5%** were very satisfied or satisfied.

In relation to the **rail network**, **63%** were either very dissatisfied or dissatisfied with the cost of travel, compared to **7%** who were either very satisfied or satisfied. The same was true of the frequency of train services, with **44%** being very dissatisfied or dissatisfied compared to **18%** that selected very satisfied or satisfied. In relation to the ability to access key services along the rail network **34%** selected either very dissatisfied or dissatisfied compared to **18%** who chose very satisfied or satisfied.

Regarding **wider transport issues**, respondents were most dissatisfied with the integration between different methods of transport with **53%** being very dissatisfied or dissatisfied with this and only **5%** selecting either very satisfied or satisfied. In relation to connectivity to other parts of Scotland, **51%** selected either very dissatisfied or dissatisfied, with **23%** selecting either very satisfied or satisfied. When asked about the adaptability of transport infrastructure to the effects of climate change, **49%** selected either very dissatisfied or dissatisfied, while **8%** were either very satisfied or satisfied with this feature of the current corridor.

On **road safety**, **58%** of respondents stated that they felt very unsafe or somewhat unsafe when using the road network compared to **21%** who said they felt very safe or somewhat safe. The three top safety concerns raised by respondents were dangerous overtaking, lack of overtaking opportunities and indicating the road is unsafe in general.

Respondents were also asked to identify their **top road safety suggestions** for the A96 Corridor Review along with their **top three priorities** and **top five suggestions** to benefit and improve travel across the A96 corridor.

The most frequently noted **suggestions** to deal with road safety, raised by **49%** of respondents were on general road dualling, full dualling of the road, or dualling between Nairn to Aberdeen to address safety issues. A smaller percentage of respondents, (**12%**) suggested providing safer overtaking opportunities.

The most frequently raised **priority** for the A96 Corridor Review was dualling the route, raised by **55%** of respondents. Improving road safety was raised by **50%** of respondents, which included general safety concerns as well as safety of driving, cycling and walking. **30%** of respondents raised improving rail services, including train connections, cost, and comfort of travel, and **30%** of respondents raised bypassing town centres. Other **priorities** listed by

respondents included improvements to bus services which was raised by **24%** of respondents, **24%** of respondents also suggested general public transport improvements (including public transport connectivity and integration), and better road maintenance (including infrastructure, surface, signage etc) which was raised by **22%**. **12%** of respondents opposed full or partial dualling.

The most frequently raised **suggestion** for the A96 Corridor was the need for dualling raised by **55%** of respondents. Improving road safety was suggested by **30%** of respondents and improving rail services was raised by **25%** of respondents. Other suggestions included bypassing town centres raised by **22%**, improving bus connections raised by **21%**, and general public transport improvements raised by **20%**.

1. Introduction

In August 2021, the Scottish Government and Scottish Green Party Parliamentary Group agreed a Cooperation Agreement and a shared policy programme, known as the Bute House Agreement. As part of this shared policy programme, various agreed principles regarding investment in the transport network were set out. In relation to the A96, a major trunk road in the North East of Scotland, the Scottish Government has committed to:

- Taking forward a transport enhancements programme on the A96 corridor that improves connectivity between surrounding towns, tackles congestion and addresses safety and environmental issues. This will include:
 - Dualling from Inverness to Nairn
 - Bypassing of Nairn, Keith, Elgin and Inverurie accompanied by measures to remove through traffic from the by-passed town centres
 - Targeted road safety improvements where needed, for example between Fochabers and Huntly and Inverurie to Aberdeen
 - The development of an A96 “Electric Highway”

Additionally other commitments were given in relation to the North East of Scotland such as developing a programme of enhanced public transport improvements, which include:

- Work to improve the resilience, reliability and efficiency of the Aberdeen to Inverness rail corridor, alongside a commitment to decarbonise the rail network, to make it more competitive to road and encourage modal shift for both passengers and freight
- Working with Nestrans, Aberdeen City and Aberdeenshire Councils on the feasibility of a mass rapid transit system for the region, a rail link between Dyce and Ellon and further north to Peterhead and Fraserburgh
- Reviewing the A96 corridor with a view to implement appropriate bus priority measures

The Agreement noted the current plan is to fully dual the A96 route between Inverness and Aberdeen. The Bute House Agreement confirmed there would be a transparent, evidence-based review, including a climate compatibility assessment to assess direct and indirect impacts on the climate and the environment. The Scottish Government has committed to report by the end of the year.

The A96 Corridor Review is being carried out by design consultants Jacobs AECOM acting on behalf of Transport Scotland. Jacobs AECOM currently supports Transport Scotland undertaking the second Strategic Transport Projects Review (STPR2).

The A96 Corridor Review covers the transport corridor from Raigmore Interchange at Inverness to Craibstone Junction at Aberdeen.

The review will be carried out in accordance with the Scottish Transport Appraisal Guidance (STAG). STAG is the best practice, objective-led approach to transport appraisal. The STAG appraisal considers all relevant transport modes within the A96 corridor, including road-based transport, rail, public transport and active travel modes. Adopting STAG also brings the review into the same methodology as set out in the recently published second STPR2 review.

The STAG criteria comprise:

- Environment
- Climate Change
- Health, Safety and Wellbeing
- Economy
- Equality and Accessibility

The A96 Corridor Review is considering the transport problems, such as road safety, and opportunities, such as encouraging the uptake of low emission vehicles, within the A96 corridor. It will also look at the changing policy context and other key considerations, such as development and growth aims for the corridor and the surrounding area. The review will also consider the impact of the global climate emergency and the Covid-19 pandemic on how people work and travel within the corridor.

As part of the STAG appraisal, participation and engagement with public and stakeholders are key elements of the process. The consultation has allowed the A96 Corridor Review team to capture relevant feedback to inform the identification of the current problems and opportunities affecting the corridor across all modes of transport. Suggestions for potential options to address the problems on the corridor have also been collated as part of the consultation process.

The objective of this engagement was to share information about the review, engage and consult with the public and key stakeholders and integrate their feedback into the ongoing review work. The outcomes of this consultation will also inform the development of transport interventions, in-line with the STAG appraisal process.

This report details how the A96 Corridor Review team has consulted and gathered feedback from the public and stakeholders. It also provides a summary and analysis of the feedback received throughout the consultation period.

Due to timing of the local elections in May 2022, this dictated when the consultation period could commence. The public consultation ran for four weeks from 12 May to 10 June 2022 with briefing sessions with key stakeholders running in parallel with the public consultation (see **Section 6.3**).

2. Background

2.1 A96 Corridor History

The A96 is the trunk road linking the cities of Inverness and Aberdeen, beginning at Raigmore Interchange, east of Inverness and ending at the Aberdeen Western Peripheral Route (AWPR) Craibstone Junction. The A96 trunk road is mainly a single carriageway route with a short section of dual carriageway between Raigmore Interchange and Inverness Shopping Centre, and again between Inverurie roundabout and Aberdeen. It provides a key connection for the rural areas and towns, to enable access to key services such as education, employment and health care facilities.

The A96 corridor connects several rural communities along the corridor including Nairn, Forres, Elgin, Fochabers, Keith, Huntly, Inverurie and Kintore. It covers the local authority areas of Highland, Moray, Aberdeenshire and Aberdeen City. It is served by a public transport provision of bus services and rail services which also link communities to Inverness and Aberdeen.

Scottish Ministers originally committed to dualling the A96 in 2011. The substantial consultation and development work undertaken on the programme since 2013 has been vital to inform the Review teams understanding of the significant undertaking of improving this key corridor.

Scottish Ministers have decided to proceed with the 31km Inverness to Nairn (including the Nairn bypass) section, following consideration of the Public Local Inquiry Reporters' Report. Decision letters were issued on 19 February 2021.

In addition, the preferred options for the 46km Hardmuir to Fochabers and 36km east of Huntly to Aberdeen sections have also both been published.

2.2 A96 Corridor Review Overview

In August 2021, the Scottish Government and Scottish Green Party Parliamentary Group agreed a Cooperation Agreement and a shared policy programme. The shared policy programme committed to take forward a transport enhancements programme on the A96 corridor that improves connectivity between surrounding towns, tackles congestion and addresses safety and environmental issues. The Scottish Government committed to undertaking a transparent, evidence-based review. It was agreed that this review would include a Climate Compatibility Assessment to assess direct and indirect impacts on the climate and the environment.

The A96 Corridor Review is being undertaken in accordance with STAG. The Initial Appraisal: Case for Change stage has identified problems and opportunities along the transport corridor, taking into account feedback received through the public and stakeholder engagement. Information collected from previous assessments and feedback has also been considered where relevant.

2.3 A96 Corridor Review Area

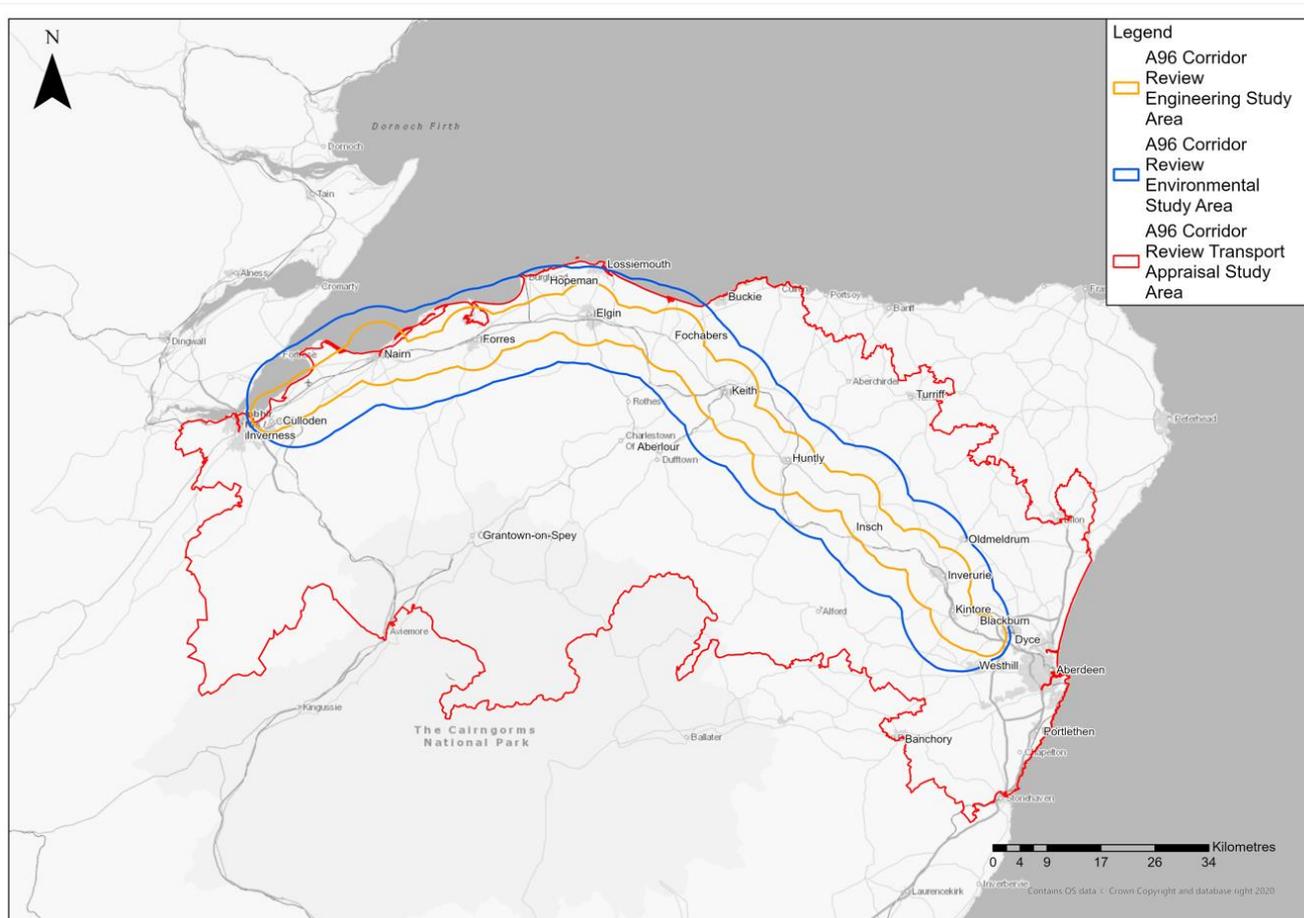


Figure 1: Map showing extent of A96 Corridor Review study areas

The A96 Corridor Review covers the 160km transport corridor from Raigmore Interchange at Inverness to Craibstone Junction at Aberdeen.

Figure 1 shows the extent of the A96 Corridor Review study areas.

2.4 A96 Corridor Review Ongoing Work

It should be noted that whilst this Consultation Report is summarising the analysis of the responses to the consultation, the work of the A96 Corridor Review team is ongoing. Additional development has been undertaken such as the Initial Appraisal: Case for Change. This identifies multi-model options for the corridor to then be taken forward to the next stage of the STAG appraisal process. The Case for Change report is expected to be published by the end of the year in conjunction with the Consultation Report.

3. Consultation and Engagement Methods

3.1 Consultation

The public consultation period was four weeks long and ran from 12 May 2022 to 10 June 2022. During this period, the public and stakeholders were invited to share their views via a consultation feedback survey on the existing problems as well as opportunities across the full extent of the A96 corridor. Further details on the feedback survey are provided in **Section 3.4**. Engagement sessions with stakeholders were also undertaken at the same time. Further details of these engagement sessions are provided in **Section 6.3**.

The feedback survey also asked the public and stakeholders to express their views on what transport-related suggestions, ideas or interventions would best address the problems and opportunities for the corridor. The survey asked a range of detailed questions on all modes of transport within the corridor. It ran alongside an online webpage, known as a Story Map, which details information about the review. The A96 Corridor Review webpage and Story Map are still available online. The consultation feedback survey and Story Map are outlined further in this report.

A total of 4,687 responses were received during the consultation period, with the majority received via the online consultation feedback survey (4,594) and 93 emails received into the dedicated A96 Corridor Review mailbox. The Story Map received around 6,000 visits during the consultation period.

3.2 Publicity and Promotion

A range of consultation methods were used to obtain views from the public and stakeholders including:

- Online consultation information
- Print media adverts (articles in local publications)
- Digital Press adverts
- Information Posters
- Press and media coverage (press releases)
- Social media campaign

3.3 Online Consultation Information

To gather as many views as possible and provide information to a wide audience, a digital consultation was considered to be the most far-reaching approach. This consisted of an online webpage known as a Story Map. A screenshot of the welcome page of the Story Map can be seen in **Figure 2**.

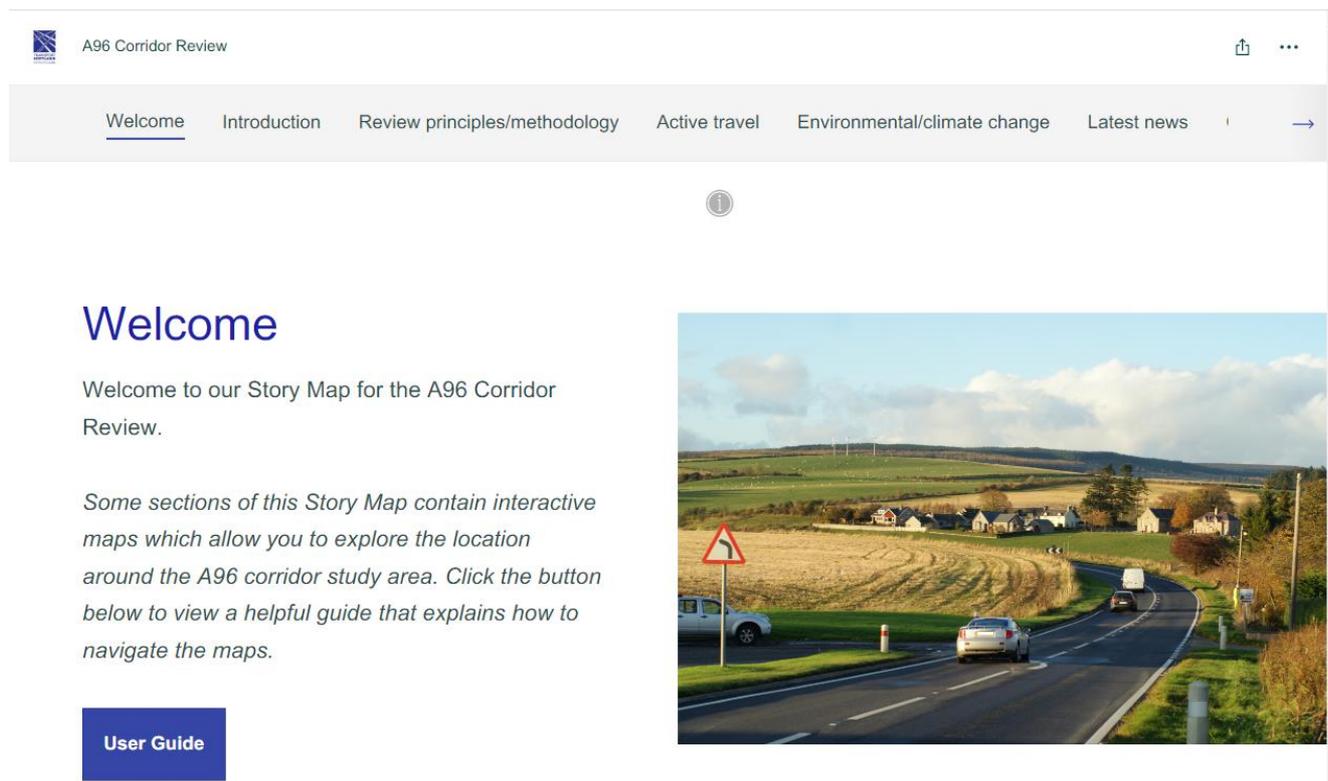


Figure 2: Screenshot of Story Map welcome page

The Story Map for the A96 Corridor Review provides an overview of key details of the A96 Corridor Review, what the review is looking at, and how people were able to input during the consultation. The Story Map also allowed visitors to complete the consultation feedback survey online.

The online Story Map went live on 12 May 2022 and allows information to be updated on a regular basis, keeping stakeholders and the public up-to-date with the progress of the A96 Corridor Review.

The [Story Map](#) remains online to inform the public and stakeholders with updates from the project. A PDF copy of the full Story Map can be found in **Appendix A**.

3.4 Consultation Feedback Survey

The A96 Corridor Review consultation feedback survey was available to complete during the consultation period. The survey was hosted online and hard copies of the survey were available throughout the consultation period upon request.

The survey had 114 questions which were divided into 13 sections with both closed and open-ended questions. From analysis of the online survey, respondents took approximately 36 minutes on average to complete the survey. A copy of the feedback survey can be found in **Appendix B**.

A range of topics were included in the feedback survey to help build a clear picture of how respondents use the corridor today, how they would like to use the A96 corridor in the future, and what changes they would like to improve travel across the corridor.

Below is an explanation of the main sections of the feedback survey, including the types of questions asked within each:

- **Section 1 (About You):** This section asked for personal details to help Transport Scotland understand the demographic mix of respondents (with all responses anonymised for the report and in line with GDPR guidelines).
- **Section 2 (Travelling and transport on the A96 corridor):** This section helped understand the different ways in which people use the A96 corridor, including the typical purpose of the journey, how often and how people travel.
- **Section 3 (Road Network):** This section helped understand how the network can be improved for everyone and included, road safety, network resilience, journey times etc.
- **Section 4 (Bus Network):** This section focused on how services can be improved for everyone and encourage more people to use the bus network.
- **Section 5 (Walking and Wheeling):** This section asked how facilities for everyone could be improved and encourage more people to walk or wheel within the A96 corridor.
- **Section 6 (Cycling Network):** This section asked how cycling facilities can be improved and encourage more people to cycle.
- **Section 7 (Rail Network):** This section asked how rail facilities can be improved for everyone and encourage more people to travel by train.
- **Section 8 (Wider Transport Issues):** This section asked for opinions about wider transport issues in relation to the A96 corridor and included questions on connectivity, integration of methods of transport, facilities for freight/HGVs, effect of climate change on transport, air quality, land use, journey planning information, integrated ticketing and digital connectivity.
- **Section 9 (Problems and Opportunities):** This section asked, based on the issues identified and areas of dissatisfaction, the three most important priorities of the respondents of the A96 Corridor Review.
- **Section 10 (Your Suggested Options):** This section asked for suggestions on what would best address the problems respondents had listed within the Problems and Opportunities section.
- **Section 11 (Changing The Way You Travel):** This section asked how the travel habits of respondents have changed over the past two years, why and whether they are expected to change in the future (e.g. due to Covid-19 or views on climate change and its impact).

- **Section 12 (Environment and Local Information):** This section asked if there were other characteristics in the area that the A96 Corridor Review team should be aware of when considering options for improving travel along the A96 corridor.
- **Section 13 (Further Questions About You):** This section was entirely voluntary giving the choice for the respondent to answer or not. These questions ensure that the A96 Corridor Review looks at ways to remove barriers to equality in communities or certain groups. This information was reviewed to see if any themes or issues were identified for people with certain characteristics (e.g. age or disability).

4. Public Consultation and Publicity

In order to publicise the consultation, a news release in name of the Minister for Transport was issued along with the use of a range of advertising methods as outlined below.

4.1 Print Media Advertisements

As part of the publicity for the public consultation, advertisements were placed across Scottish regional and local press titles which can be seen in **Table 1**. Artwork for the advertisements can be found in **Appendix C**.

Table 1: List of print media publications that covered the launch of the A96 Corridor Review

Publication	Date
Press & Journal	Thursday 12 May 2022
Inverness Courier	Thursday 12 May 2022
Highland News	Thursday 12 May 2022
The Northern Scot	Thursday 12 May 2022
Ross-shire Journal	Wednesday 08 June 2022
Evening Express	Thursday 12 May 2022
Ellon Advertiser	Thursday 12 May 2022
Forres Gazette	Thursday 12 May 2022
Huntly Express	Thursday 12 May 2022
Banffshire Advertiser	Thursday 12 May 2022
Fraserburgh Herald	Thursday 12 May 2022
Buchan Observer	Thursday 12 May 2022

4.2 Digital Press Advertisements

Digital press adverts were also placed on the websites of certain Scottish regional and local publications which are outlined in **Table 2**. These ran from 12 May until 10 June 2022.

This led to the adverts being seen over 1.7 million times, reaching 456,400 people/households and 9,619 link clicks to the Transport Scotland landing page.

An example of digital adverts can be found in **Appendix C**.

Table 2: Digital Publications that covered the launch of A96 Corridor Review consultation

Publication	Date Advertised From
Strathspey & Badenoch Herald	Thursday 12 May 2022
Fraserburgh Herald	Thursday 12 May 2022
Inverness Courier	Thursday 12 May 2022
Press & Journal	Thursday 12 May 2022
Buchan Observer	Thursday 12 May 2022

4.3 Information Posters

Over 600 posters and cover letters were distributed to outlets and stakeholder organisations in the area. A PDF version was also made available for distribution when it was required. A copy of the poster can be seen in **Appendix C**.

4.4 Press and Media Coverage

A news release in the name of the Minister for Transport, Jenny Gilruth, was issued by Transport Scotland to publicise the review and the consultation. This was issued on the first day of the online consultation to local and national media. The news release is detailed in **Appendix C**.

4.5 Social Media

Transport Scotland used its social platforms to publicise the review and the consultation feedback survey. The social media platforms used by Transport Scotland included: Facebook, Twitter, and Instagram. Examples of the social media campaign can be seen in **Appendix C**.

4.6 Other Response Channels

In addition to the online feedback survey, the public also had the opportunity to get in touch with the A96 Corridor Review team by emailing them at: A96CorridorReview@jacobs.com, or by telephoning the stakeholder team on 07506 879562.

Hard copy responses could be sent to: A96 Corridor Review, Transport Scotland, Buchanan House, 58 Port Dundas Road, Glasgow, G4 0HF.

4.7 Stakeholders

A stakeholder mapping exercise was completed to provide a full list of stakeholders, communities, organisations, action groups, businesses and key users of the A96 corridor and interested parties. This was compiled using available material from previous STPR2 consultations and previous engagement undertaken by Transport Scotland and its consultants.

The stakeholder list includes the following:

- Elected Representatives of constituencies within the corridor area - MPs and MSPs
- Council Executives – Chief Executives of the four local councils (The Highland Council, Moray Council, Aberdeenshire Council and Aberdeen City Council)
- A96 Corridor Transport Working Group - featuring regional transport partnerships HITRANS and Nestrans and four local councils (The Highland Council, Moray Council, Aberdeenshire Council and Aberdeen City Council)
- Environmental Statutory Group - including NatureScot, Scottish Environment Protection Agency (SEPA) and Historic Environment Scotland (HES) as well as environmental planners from four local councils (The Highland Council, Moray Council, Aberdeenshire Council and Aberdeen City Council)
- Active Travel & Accessibility Groups - stakeholders who have an interest in non-motorised travel and disability access across the A96 corridor
- Businesses - businesses, utility companies and emergency service organisations that have an interest in the A96 Corridor Review
- Environmental Groups - non-statutory environmental groups who have an interest in the local wildlife, biodiversity and environment along the A96 corridor
- Community Councils

The identified stakeholders listed above were all contacted with information and letters in May 2022. A copy of the letter can be found in **Appendix D**.

Stakeholder meetings took place with the A96 Corridor Review team. More information can be found in **Section 6.3**.

During the meetings, an online collaboration platform was used, where views were recorded on current problems and opportunities, as well as gathering suggestions and ideas.

5. Coding and Analysis Methodology

In total, 4,687 responses were analysed as part of the consultation exercise. The majority of the responses were received online via the consultation feedback survey (4,594 responses). A small proportion of consultation feedback surveys were received as hard copies through the post (seven) and a smaller number were returned via email (four). Other email responses (93) which did not include the consultation feedback survey were also included and the key themes identified within them are detailed in **Section 6.2**.

Closed question responses (for example, multiple-choice 'tick box' format) have been totalled. The open-ended question responses (which contained free text comments) have been analysed to identify the themes within each.

6. Response Overview and Stakeholder Feedback

This section provides an overview of the responses received across all feedback channels. It also summarises the feedback received from stakeholders during interactive engagement sessions undertaken.

6.1 Overall Response

In total, 4,594 responses were received to the consultation feedback survey including those posted (seven) and surveys sent via email (four). The majority (98%) of responses, comments and suggestions were received via the online feedback survey. Detailed analysis of all responses to the consultation feedback survey is provided in **Section 7** of this report. **Table 3** shows the breakdown of how the consultation feedback surveys were received.

Table 3: Methods of returning feedback

Response Type	Frequency
Online consultation feedback survey responses	4583
Email consultation feedback surveys received	4
Telephone calls which included filling in the consultation feedback surveys	0
Postal consultation feedback surveys received	7
Total consultation feedback surveys received	4594

Emails expressing the senders' views on the A96 consultation received during the consultation period have also been considered during the analysis of responses. **Table 4** shows the number of emails received into the dedicated A96 Corridor Review mailbox.

Table 4: Total number of feedback surveys received

Response Type	Frequency
Total consultation feedback surveys received	4594
Other emails during consultation received expressing views	93
Overall total	4687

6.2 Emails Received with Comments

A total of 93 emails were received directly to the project's dedicated email inbox from members of the public that wished to provide their views.

Various recurring themes were identified from these emails. Below is a summary of the most frequently raised themes received via email feedback:

- Support for the dualling of the A96 trunk road
- A desire to see the dualling proceed quickly
- Need for improved safety conditions across the full corridor
- Support for active travel improvements to increase safety of walking and cycling
- Suggestions and comments on specific parts of the A96 corridor, such as bypassing town centres
- Support for improvements to the public transport network along the A96 corridor
- Request for additional meetings
- Request for additional information about the consultation process and scope

Overall, the themes and suggestions received were similar to the themes and views which were received via the consultation feedback survey.

6.3 Stakeholder Feedback

As part of the ongoing engagement with stakeholders, a series of stakeholder engagement sessions were undertaken to understand the views of stakeholders across the corridor. The objective of these sessions was to gather feedback on the problems, opportunities and suggested interventions across the corridor. During these sessions, an online collaboration platform was used to capture attendees' views on the problems, opportunities and suggestions/interventions across four key topics: active travel, public transport, road network and environment.

All sessions were attended by representatives from Jacobs AECOM. These sessions were split by stakeholder groupings or where there was a specific request for a session. These were:

- Representatives from the four local authorities and Highlands and Islands Transport Partnership (HITRANS)
- Environmental stakeholders, including local authority Environmental Planners
- North East Scotland Transport Partnership (Nestrans) and Aberdeenshire Council
- Representatives from statutory environmental groups
- Representatives from active travel and accessibility stakeholders
- Representatives from business and business organisation stakeholders

- Representatives from Stagecoach
- Representatives from Police Scotland

Further details about the themes raised in each session can be found in the next sections.

6.3.1 Local Authorities and Highlands and Islands Transport Partnership (HITRANS)

This session was attended by representatives from the local authorities and HITRANS.

During the session, attendees raised a range of problems, opportunities and suggestions across all the key topics, as shown in **Table 5**.

Table 5: Summary of feedback from local authorities and HITRANS briefing session

Topic	Problems	Opportunities	Suggestions/interventions
Active travel	<ul style="list-style-type: none"> • Lack of active travel infrastructure • Concerns about cycling safety 	<ul style="list-style-type: none"> • Improving provisions and safety of active travel routes 	<ul style="list-style-type: none"> • Active travel infrastructure improvements
Public transport	<ul style="list-style-type: none"> • Slow public transport journey times • Current bus service provisions 	<ul style="list-style-type: none"> • Public transport infrastructure improvements especially park and ride facilities 	<ul style="list-style-type: none"> • Implementation of multi-modal transport hubs
Road network	<ul style="list-style-type: none"> • Slow journey times • Concerns for road safety 	<ul style="list-style-type: none"> • Sustainable re-fuelling infrastructure • Haulage driver welfare • Safety opportunities • Lack of appropriate road signage 	<ul style="list-style-type: none"> • Reducing traffic through settlements • Introducing road safety measures
Environment	<ul style="list-style-type: none"> • Detrimental impacts of the current A96 on the environment 	<ul style="list-style-type: none"> • Environmental benefits along the route such as encouraging public transport usage 	<ul style="list-style-type: none"> • Green infrastructure along the route

6.3.2 Environmental Stakeholders

This session was attended by representatives of the environmental stakeholder groups invited.

During the session, attendees raised several problems, opportunities and suggestions across all the key topics, as shown in **Table 6**.

Table 6: Summary of feedback from environmental stakeholders briefing session

Topic	Problems	Opportunities	Suggestions/interventions
Active travel	<ul style="list-style-type: none"> Problems related to the section of the A96 between Blackburn and Aberdeen City 	<ul style="list-style-type: none"> Improve the active travel infrastructure across the corridor 	<ul style="list-style-type: none"> Green infrastructure improvements Active travel provisions Increase the number of rest and service facilities Aberdeen Rapid Transit should be included in the plans
Public transport	<ul style="list-style-type: none"> Public transport less efficient and attractive than cars 	<ul style="list-style-type: none"> More suitable public transport infrastructure along the corridor Bus and train services could be more reliable Sustainable public transport Availability of service information 	
Road network	<ul style="list-style-type: none"> Problems related to the Tyrebagger junction Provision of services and facilities Lack of general road safety 	<ul style="list-style-type: none"> Green infrastructure Improvements to accommodate sustainable travel 	<ul style="list-style-type: none"> Sustainable travel improvements Connectivity to public transport

Topic	Problems	Opportunities	Suggestions/interventions
Environment	<ul style="list-style-type: none"> Public access to green spaces Lack of green infrastructure 	<ul style="list-style-type: none"> Green infrastructure improvements Sustainable travel options 	<ul style="list-style-type: none"> Improvements to electric vehicle charging refuelling facilities

6.3.3 Nestrans and Aberdeenshire Council

This session was attended by representatives from Aberdeenshire Council and Nestrans. Attendees raised a range of problems, opportunities and suggestions across all the key topics, as shown in **Table 7**.

Table 7: Summary of feedback from Nestrans and Aberdeenshire Council briefing session

Topic	Problems	Opportunities	Suggestions/interventions
Active travel	<ul style="list-style-type: none"> Lack of appropriate active travel infrastructure especially cycle paths 	<ul style="list-style-type: none"> Inclusivity of active travel infrastructure 	<ul style="list-style-type: none"> Active travel infrastructure
Public transport	<ul style="list-style-type: none"> Long train travel times Issues related to public transport for those aged under 22yrs 	<ul style="list-style-type: none"> Digital demand responsive transport Rail network efficiency Public transport infrastructure Community transport links 	<ul style="list-style-type: none"> Hydrogen transport
Road network	<ul style="list-style-type: none"> Slow journey times Inconsistency of road standards along the A96 corridor 	<ul style="list-style-type: none"> Carbon assessment Road connectivity Future development linkages 	<ul style="list-style-type: none"> Technology advances and infrastructure Green and sustainable energy

Topic	Problems	Opportunities	Suggestions/interventions
Environment	<ul style="list-style-type: none"> Traffic emissions within towns along the corridor Environmental constraints 	<ul style="list-style-type: none"> Linkages to biodiversity and afforestation policies Green infrastructure Decarbonisation strategies Engagement with businesses 	<ul style="list-style-type: none"> Importance of recognising the vision for a regional centre, noting Aberdeen as a key destination
Other considerations			<ul style="list-style-type: none"> Need for infrastructure to be resilient for the future Consideration of freight services and rest areas along the route Transport networks need to be fit for large and heavy loads Freight forum for the North East and in The Highlands

6.3.4 Statutory Environmental Session

This session was attended by representatives from SEPA, HES, NatureScot, The Highland Council and Moray Council.

During the session attendees raised a range of problems, opportunities and suggestions across the key topics, as shown in **Table 8**.

Table 8: Summary feedback from SEPA and HES briefing session

Topic	Problems	Opportunities	Suggestions/interventions
Active travel	<ul style="list-style-type: none"> Active travel provision are not adequate Safety when walking and cycling 	<ul style="list-style-type: none"> Connectivity along the corridor and between towns Local economic benefits (e-bike scheme) 	<ul style="list-style-type: none"> Active travel provisions and connections Safety Future-proof designs

Public transport	<ul style="list-style-type: none"> • Current barriers to public transport use • Low public transport uptake and provisions 	<ul style="list-style-type: none"> • Increasing the attractiveness of public transport as a travel option 	<ul style="list-style-type: none"> • Improved bus service availability • Increased bike carrying availability on public transport • Improved facilities on public transport
Road network	<ul style="list-style-type: none"> • Safety concerns • Resilience of the A96 to climate change 	<ul style="list-style-type: none"> • Road safety could be improved along the route 	<ul style="list-style-type: none"> • Road upgrades should be smaller and more direct
Environment	<ul style="list-style-type: none"> • Potential impacts on habitats 	<ul style="list-style-type: none"> • Environmental enhancement • Air quality benefits 	<ul style="list-style-type: none"> • Considerations to reduce construction impacts

6.3.5 Active Travel and Accessibility

The session with active travel and accessibility stakeholders was attended by representatives from Aberdeen City Council, Aberdeenshire Council, Moray Council, Cycling Scotland, HITRANS, Paths for All, Cycling UK and Scotways.

A number of problems, opportunities and suggestions were raised related to the key topics, as shown in **Table 9**.

Table 9: Summary of feedback from active travel and accessibility briefing session

Topic	Problems	Opportunities	Suggestions/interventions
Active travel	<ul style="list-style-type: none"> • Concerns about safety • Poor active travel links • Few active travel provisions • Connectivity between settlements 	<ul style="list-style-type: none"> • Active travel facilities 	<ul style="list-style-type: none"> • Improvements to safety measures • Improved active travel connectivity and linkages • Sustainable travel provisions

Topic	Problems	Opportunities	Suggestions/interventions
Public transport	<ul style="list-style-type: none"> Public transport journey times and costs are too high 	<ul style="list-style-type: none"> Encourage multi-modal journeys 	<ul style="list-style-type: none"> Improve signage for non-motorised users Develop an interchange between active travel and public transport Other plans and studies should be taken into account as part of the review
Road network	<ul style="list-style-type: none"> Journey times are too high Concerns about road safety (including, accidents, signage, layout, overtaking and road surfaces.) Poor implementation of active travel routes and facilities for non-motorised user. 	<ul style="list-style-type: none"> Navigating the A96 away from town centres Sustainable travel infrastructure 	<ul style="list-style-type: none"> Road safety and standards Park and ride facilities Environmental enhancements
Environment	<ul style="list-style-type: none"> Health and wellbeing of non-motorised users 	<ul style="list-style-type: none"> Electric vehicle charging facilities Lighting provisions 	<ul style="list-style-type: none"> Lighting considerations of the road Factors to consider in the "Electric A96" plans

6.3.6 Businesses and Business Organisations

The session with businesses was attended by 26 business representatives. Attendees raised a range of problems, opportunities and suggestions related to the key topics, as shown in **Table 10**.

Table 10: Summary of business and business organisations briefing session

Topic	Problems	Opportunities	Suggestions/interventions
Active travel	<ul style="list-style-type: none"> • Connectivity of active travel routes • Safety for travellers users (including lack of overtaking facilities, layout, accident blackspots and road surfaces) • Lack of walking and cycling travel routes • Barriers to active travel including lack of segregated pedestrian and cycle routes 	<ul style="list-style-type: none"> • Connectivity of active travel 	<ul style="list-style-type: none"> • Improvements to active travel infrastructure
Public transport	<ul style="list-style-type: none"> • Slow journey times • Public transport links • Frequency of services 	<ul style="list-style-type: none"> • Improvements to journey times • Decarbonisation of the transport network • Network improvements 	<ul style="list-style-type: none"> • Improvements to the rail network and bus services • Free bus travel • Sustainable rail opportunities
Road network	<ul style="list-style-type: none"> • Impacts on the environment and associated negativity towards further construction • Connectivity issues 	<ul style="list-style-type: none"> • Opportunities for economic growth • Decreased journey times 	<ul style="list-style-type: none"> • Sustainable transport provisions

Topic	Problems	Opportunities	Suggestions/interventions
Environment	<ul style="list-style-type: none"> • Impacts of snow and winter weather on the A96 • Considerations needed to ensure bridge infrastructure does not negatively impact surrounding habitats 	<ul style="list-style-type: none"> • Habitat and biodiversity protection 	

6.3.7 Stagecoach

The session with Stagecoach was specifically requested by the company. Attendees from Stagecoach took part in the session, which was a condensed version of the presentation used in the previous engagement sessions, along with a detailed Question and Answer (Q&A) session at the end.

During the Q&A session, Stagecoach outlined the issues associated with each bus route that operates along the A96 corridor, and how they believe these can be addressed in regard to the review. A follow-up email into the A96 Corridor Review mailbox from Stagecoach also outlined the suggestions and interventions from the company and this has been fed into the review.

6.3.8 Police Scotland

The session with Police Scotland was specifically requested by the organisation. This session was similar to the previous briefing sessions and was attended by the Jacobs AECOM team to discuss the A96 Corridor Review with members from Police Scotland.

During this meeting, Police Scotland had the opportunity to share any feedback with the A96 Corridor Review team and ask about the review process. The feedback provided has been fed into the review.

7. Consultation Feedback Survey Responses

This section outlines the responses received from the online consultation feedback survey, which opened on 12 May 2022 and ran for four weeks. The survey had 114 questions which were divided into 13 sections, containing a mix of both closed and open-ended questions. For more details, please see **Section 3.4**.

The below section summarises all responses received using charts and tables with explanatory text. In some cases, the numbers on the charts refer to number or percentage of respondents that chose the specific answer, but do not add up to total number of respondents. This is particularly the case when one respondent may have chosen more than one option to multiple choice questions (for example, about mode of transport used on the A96 Corridor).

The stacked bar charts include data as a percentage of respondents who chose to answer that particular question. In those cases, the percentages shown on the chart may not add up to 100% due to rounding of figures, or because not all of the data labels are shown in the chart due to space constraints. If this is the case, this is detailed in the text within the chart.

The following sections of the consultation report detail the feedback received via the consultation feedback survey, ordered in the same way as how the sections and questions were presented to the public.

7.1 Section 1: About You

This section sought to capture details from the respondent so that Transport Scotland can understand the demographic mix of those that responded to the feedback survey. This data will be used by Transport Scotland and its consultants and may feature in other reports connected to the review.

Respondents were asked to provide the first part of their home postcode. A heatmap showing the location of these postcodes can be seen in **Figure 3**. The majority of postcodes provided were within Scotland, with a small number within England and Wales. Within Scotland, the majority of postcodes were within the North East of Scotland, particularly within the A96 corridor area.

The top five areas where the highest number of consultation feedback surveys were completed are listed below:

- Elgin (625 responses)
- Aberdeen & Aberdeenshire (563 responses)
- Inverurie (469 responses)
- Inverness (377 responses)
- Forres (375 responses)

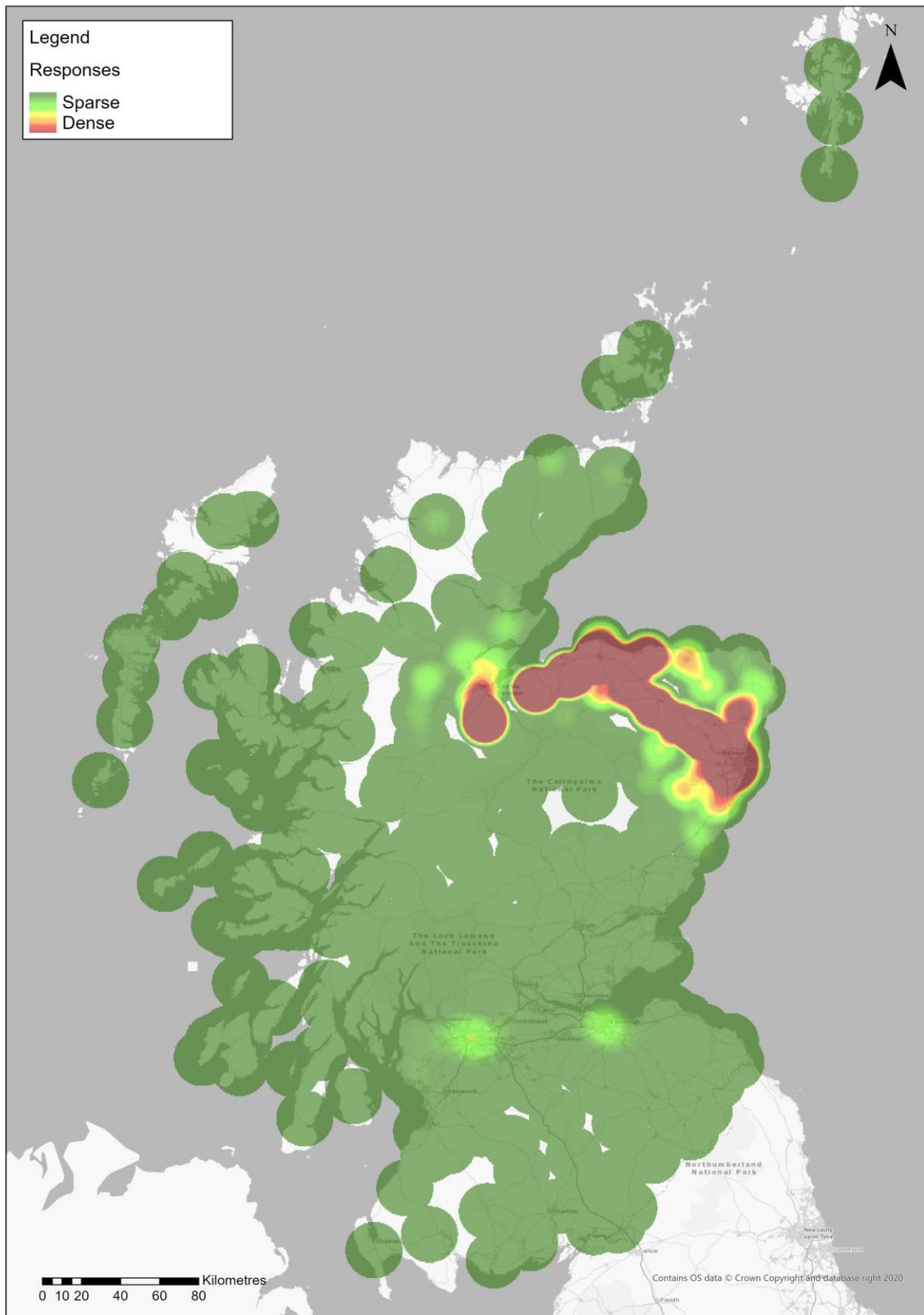


Figure 3: Heatmap showing location of completed surveys

The areas with the highest number of respondents have varying levels of deprivation which can be seen in Figure 4.

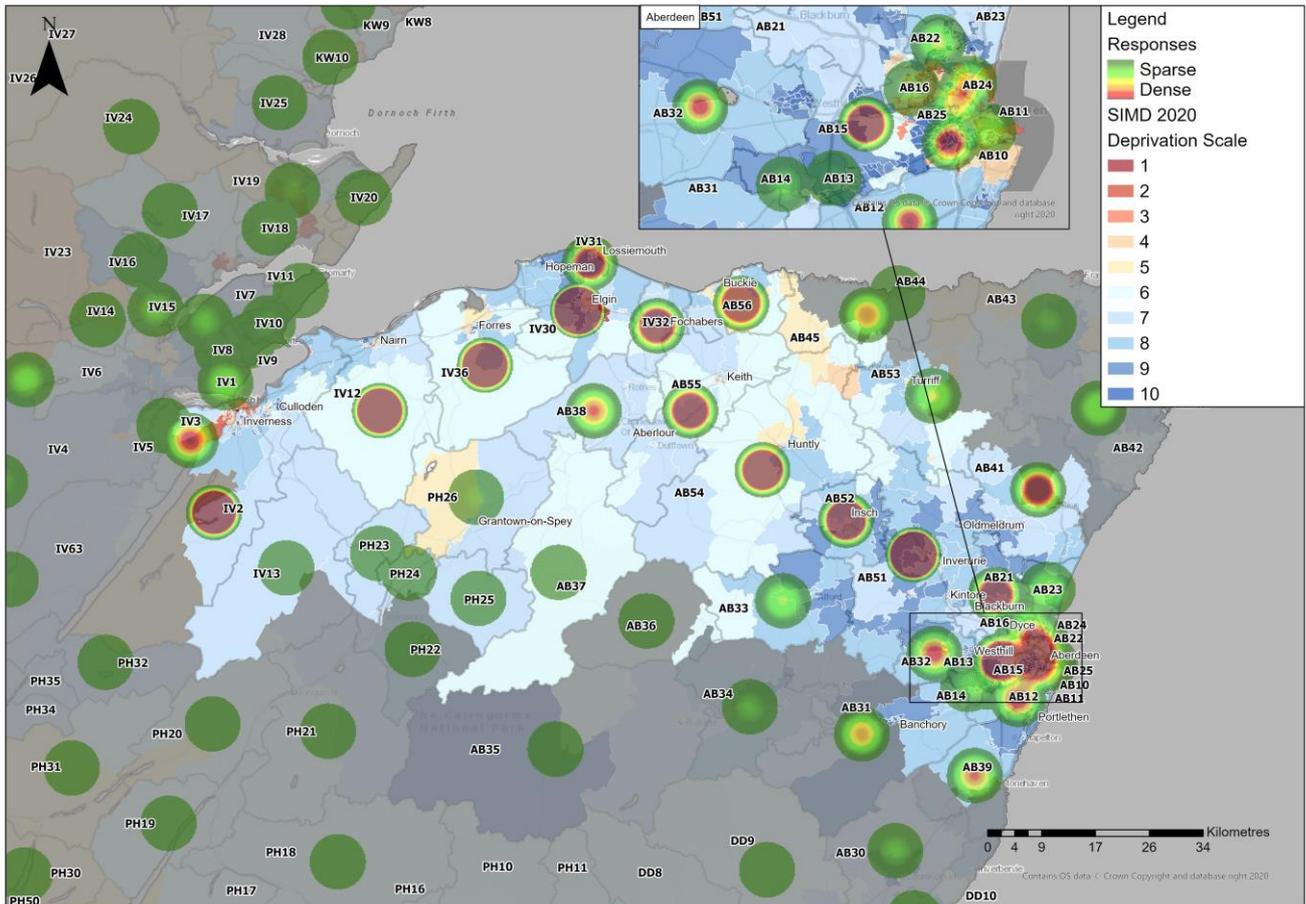


Figure 4: Heatmap showing location of feedback surveys overlaid onto areas of deprivation scale

In regard to Question 2 asking about the type of respondent, 97% of responses were received from individuals and 2% from various groups, organisations or businesses. 1% of respondents did not specify whether they were an individual or organisation.

Figure 5 shows that 44% of respondents were between 45-64 years of age, with the majority of respondents (79%) being between 35 and 74 years old. 2% of respondents were between 16-24 years of age.

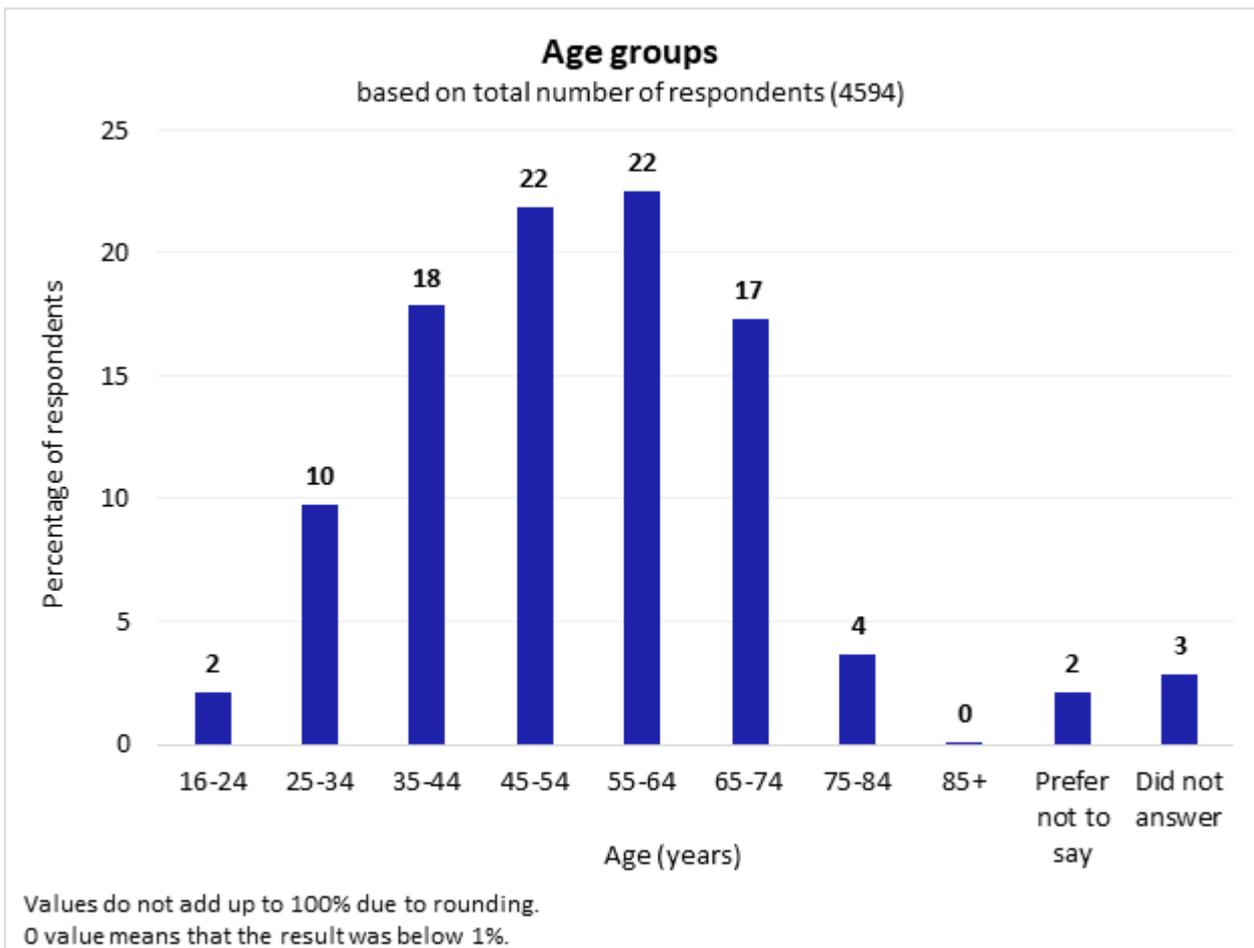


Figure 5: Bar chart showing age group of respondents

Figure 6 shows that 64% of respondents stated that they were aware of the A96 Corridor Review extent prior to the consultation, whilst 31% of respondents stated that they were not aware. 4% of respondents stated that they didn't know, and a small number of respondents (1%) did not answer the question.

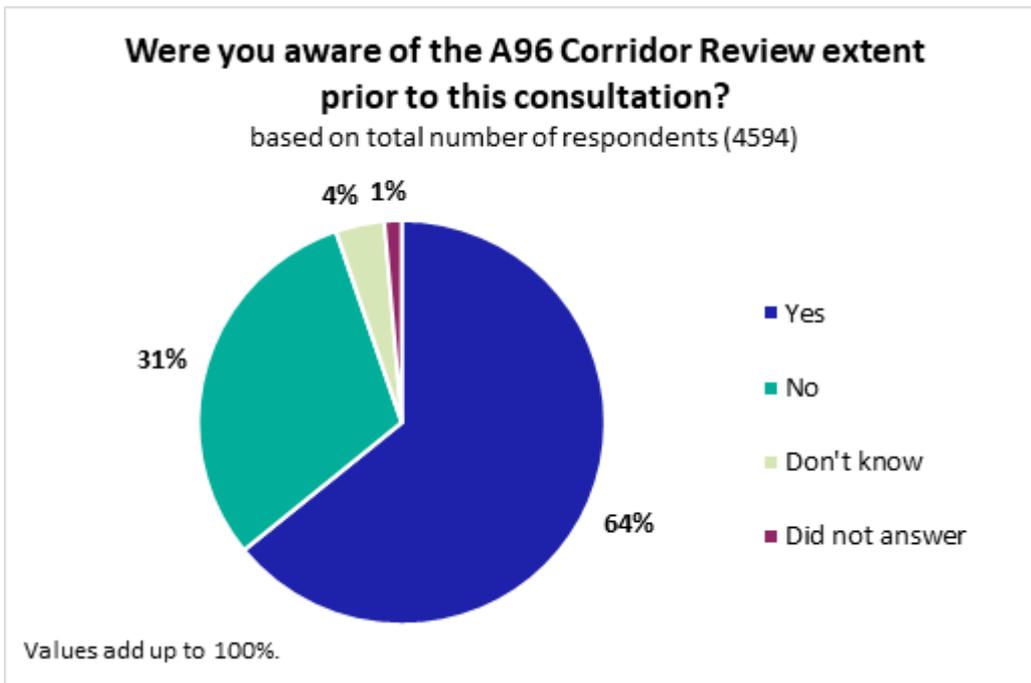


Figure 6: Pie chart indicating if respondents were previously aware of the A96 Corridor Review

7.2 Section 2: Travelling and Transport on the A96 Corridor

The consultation feedback survey included nine questions relating to how respondents travel and use transport on the A96 corridor. These questions were included to understand how the corridor is used by respondents, including their usual mode of transport, their frequency of travel, the purpose of their journeys and whether they use public transport along the corridor.

As shown in **Figure 7**, 36% of respondents stated that they use the A96 corridor on a daily basis, with 26% travelling through the A96 corridor more than once a week. When asked how often respondents use the A96 trunk road specifically, 32% of respondents stated that they use the trunk road daily, with 28% of respondents stating that they use the trunk road more than once a week.

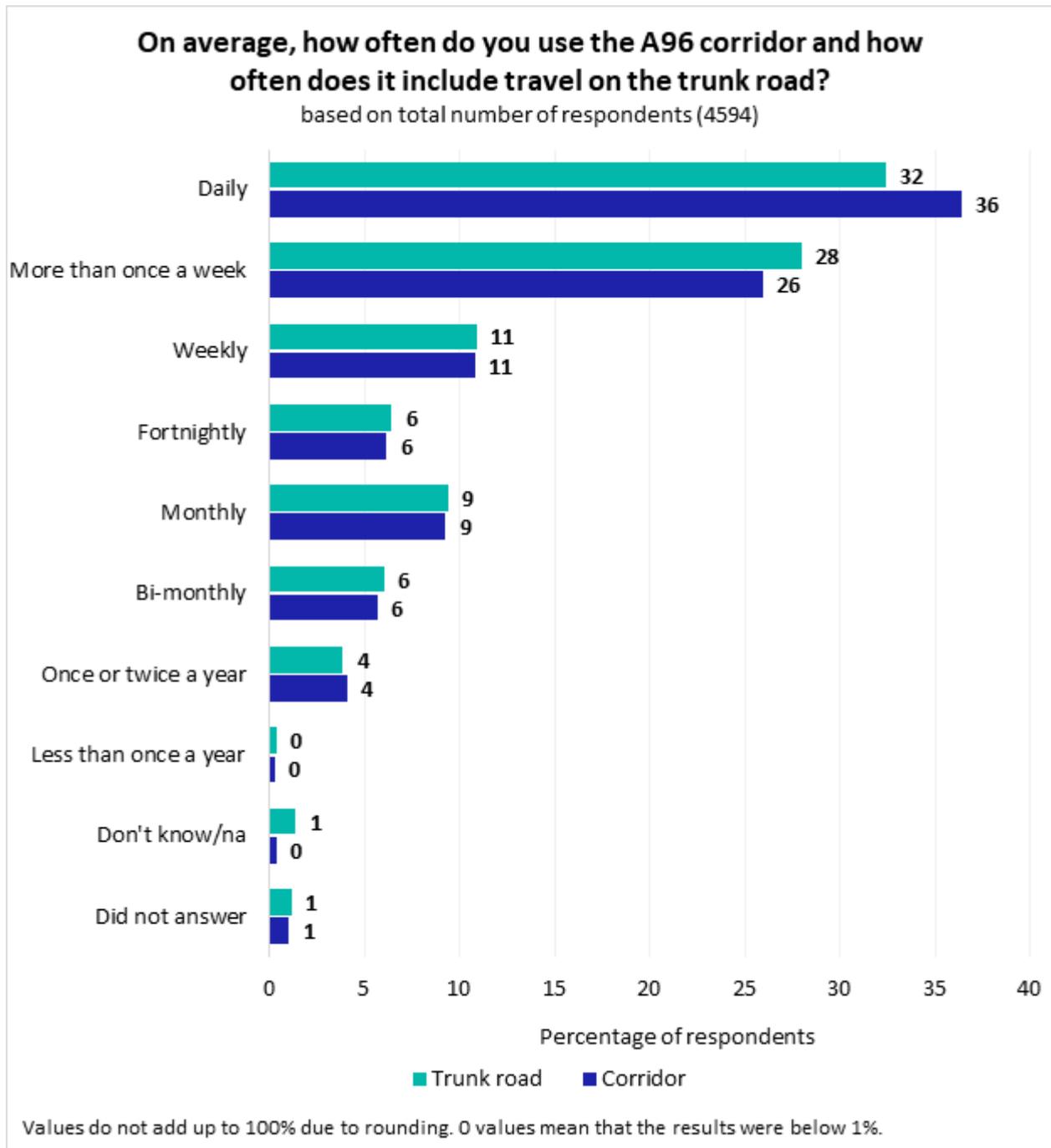


Figure 7: Bar chart showing frequency of travel on the A96 corridor

Over half of respondents (53%) said that their journeys on the A96 corridor are usually short trips between towns (20-30 minutes). The same number of respondents selected long journeys (around/over one hour) as their main journey duration. This can be seen **Figure 8**.

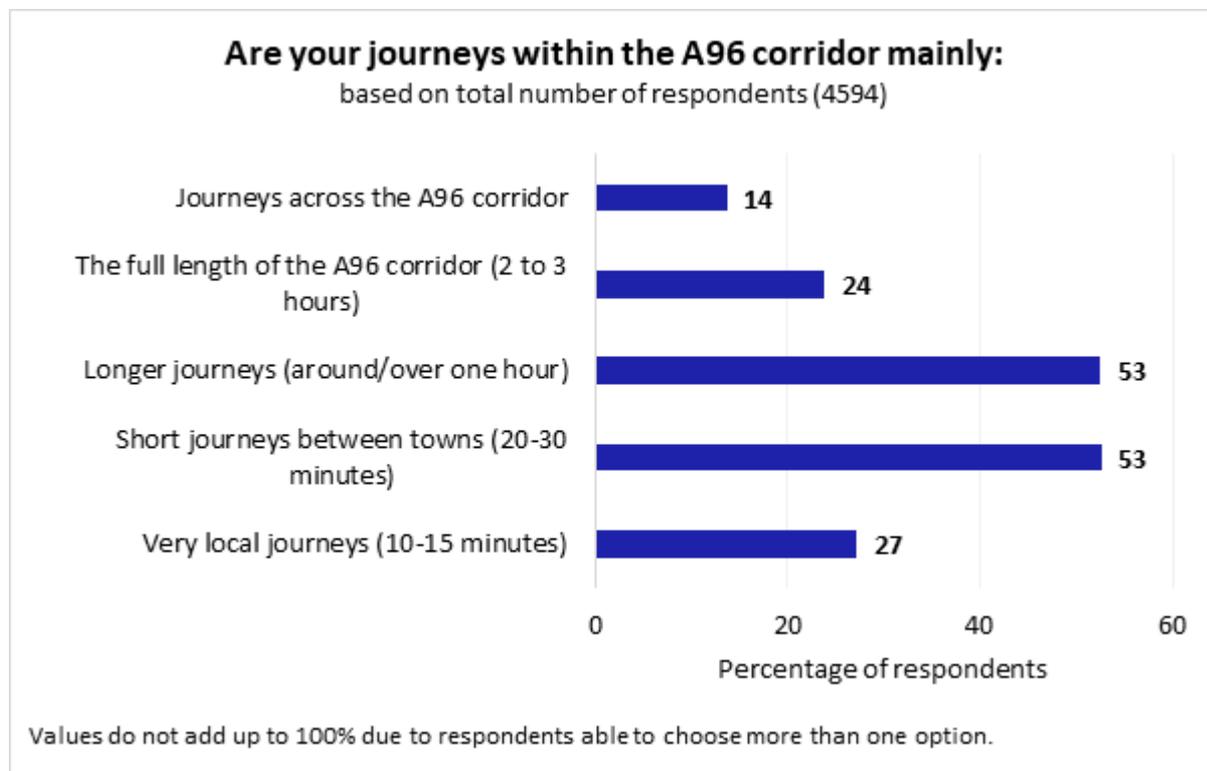


Figure 8: Bar chart showing type of journey within the A96 corridor

As shown in **Figure 9**, 61% stated that they typically travel for leisure purposes on this corridor, with business/commuting being the second most popular purpose at 52% and domestic journeys at 49% the third choice.

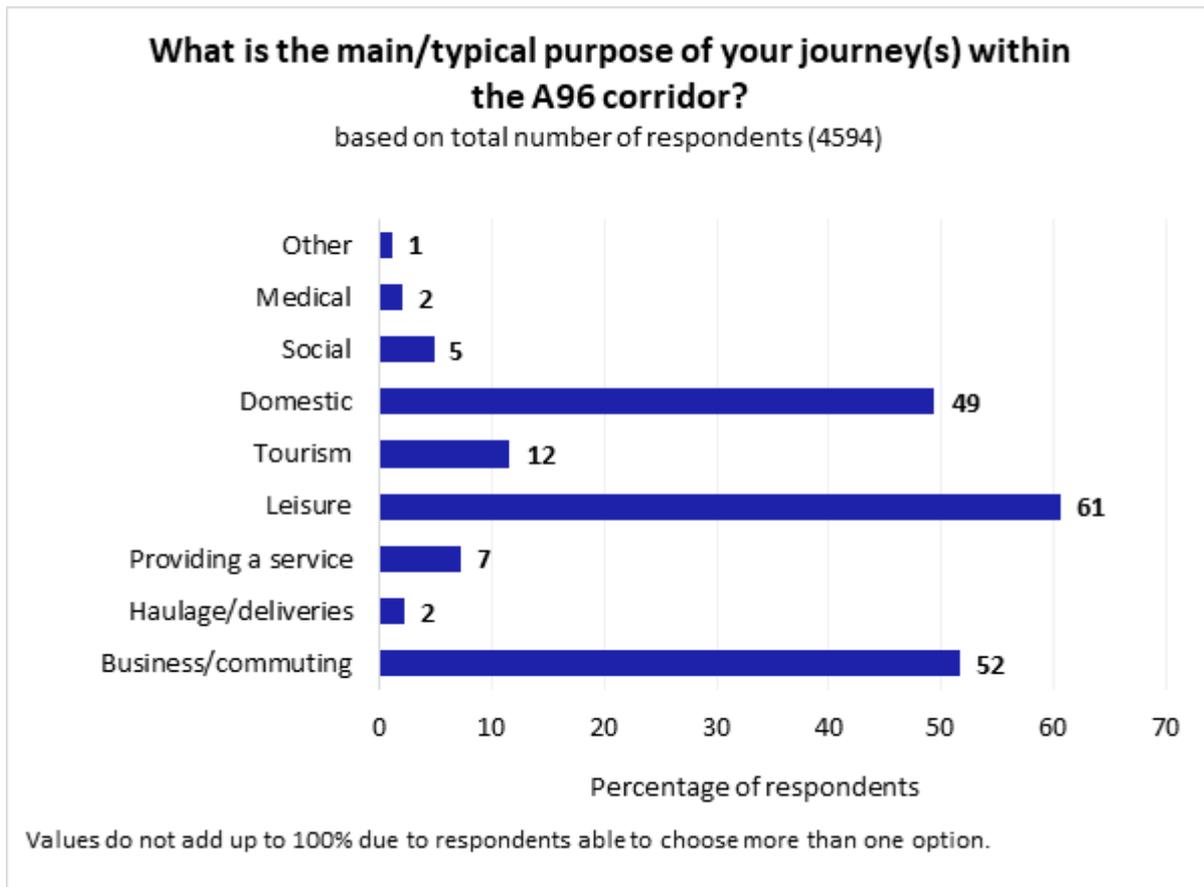


Figure 9: Bar chart showing purpose of journey within A96 corridor

As shown in **Figure 10**, 96% said that they travel by car, whilst 12% use the train, 9% travel by bus/coach and 9% of respondents use cycling as a mode of transport.

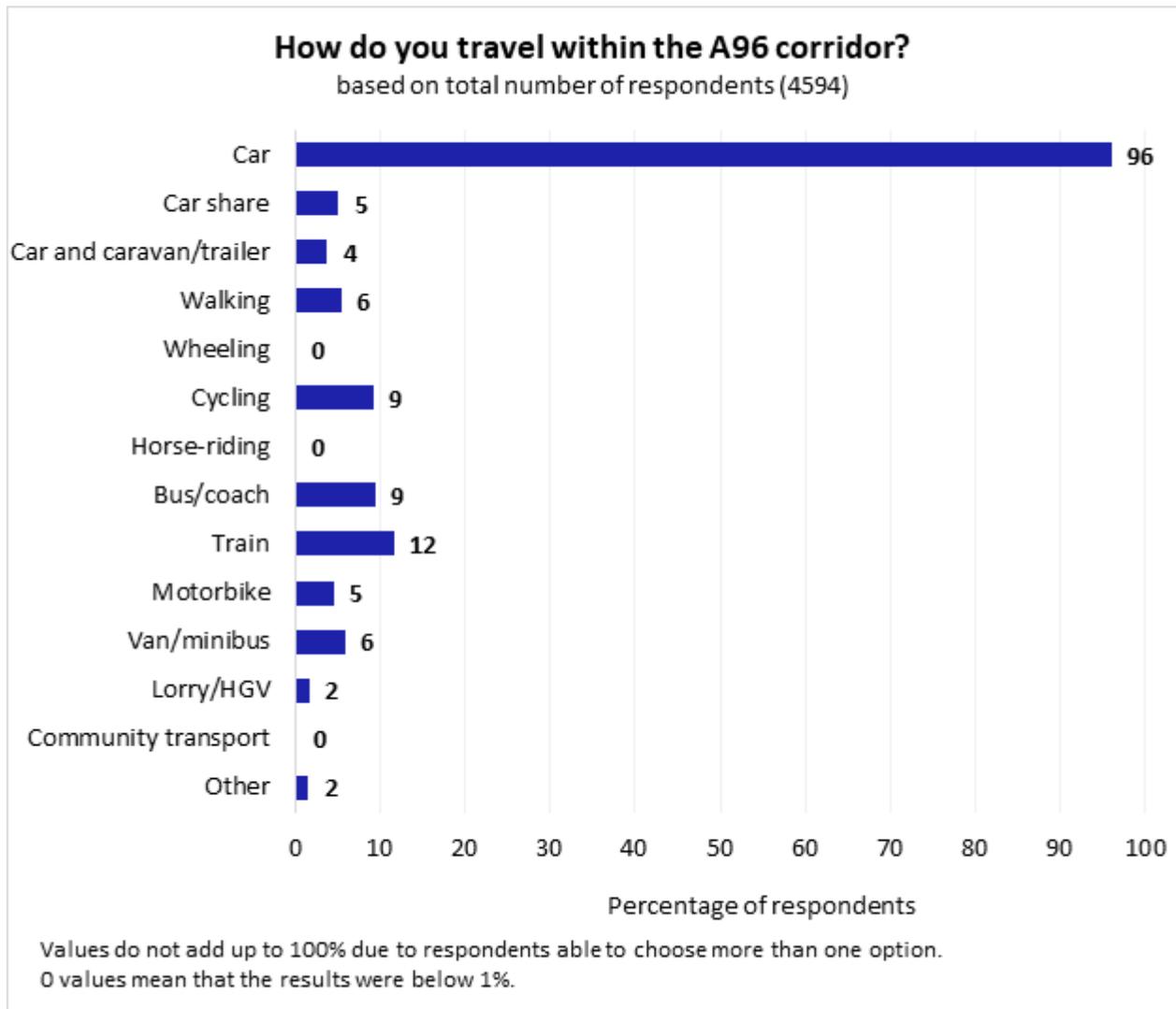


Figure 10: Bar chart showing mode of transport used within A96 corridor

As shown in **Table 11**, 98% of respondents stated that they have access to a car. 1% do not have access to a car and 1% of respondents did not answer the question.

Table 11: Table showing respondents access to a car

Do you drive or have access to a car? based on total number of respondents (4594)	
Yes	98%
No	1%
Did not answer	1%

Of the respondents who stated they have access to a car, 57% stated that they drive or use a diesel vehicle and 54% stated that they drive or use a petrol vehicle, with 14% driving, or having use of, a hybrid/electric vehicle and 1% indicating other. This can be seen in **Figure 11**.

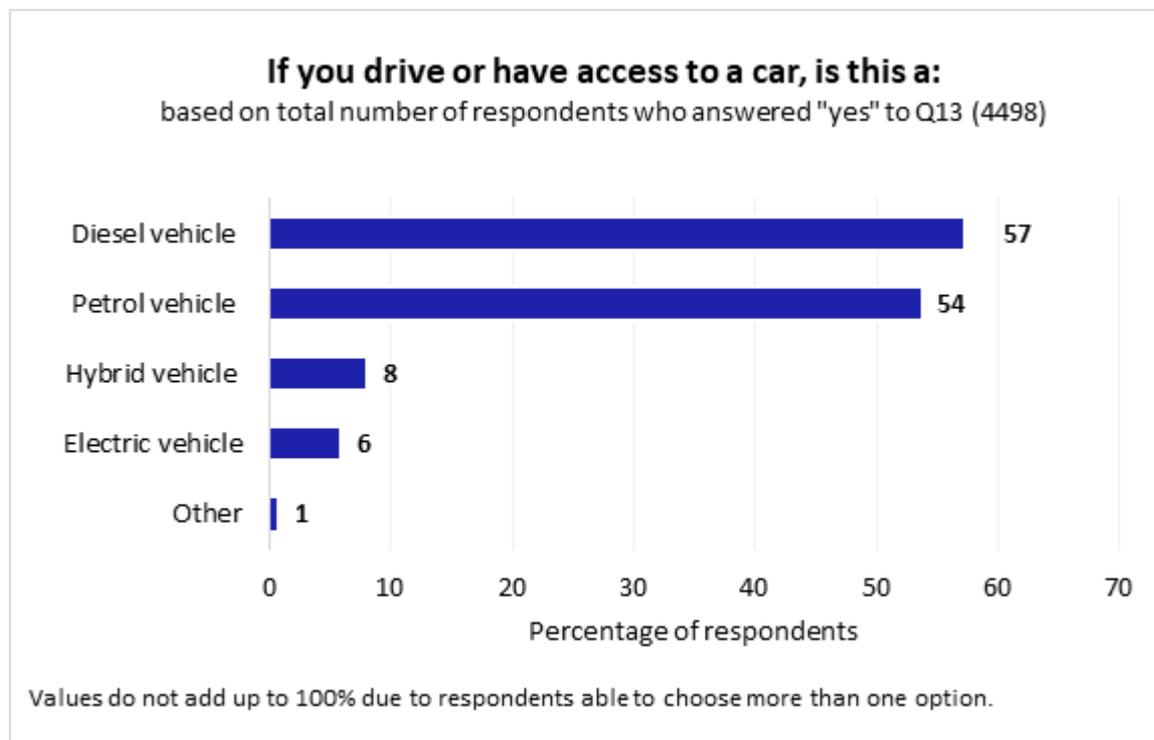


Figure 11: Bar chart showing type of car respondents have access to

Figure 12 shows that almost half of the respondents (46%) stated that they do not use public transport within the A96 corridor, with 12% of respondents stating that they use it less than six times a year, 13% said public transport is used once or twice a year and 11% are using public transport less than once a year. Of the rest of the respondents, 3% stated they use public transport bi-monthly, 6% monthly, 2% fortnightly, 2% more than once a week, 2% weekly, with 1% selecting daily, 1% selecting don't know, and 1% did not respond.

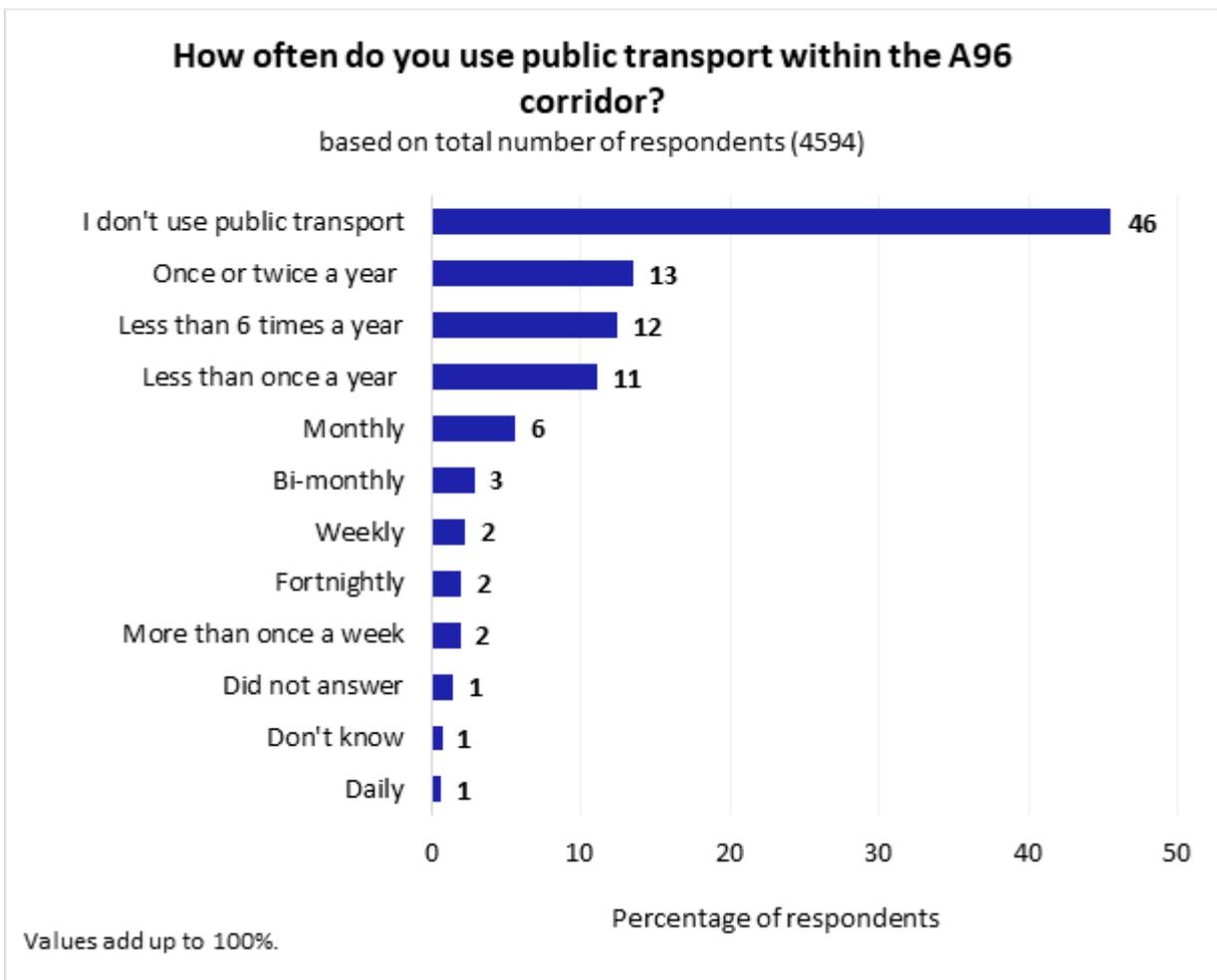


Figure 12: Bar chart showing public transport usage of respondents

Regarding the purpose of people's journeys **Figure 13** shows that the typical journey purpose when using public transport is for leisure reasons for 38% of respondents, with 18% stating they travel on public transport for business/commuting, and 15% for domestic reasons, such as shopping or school runs.

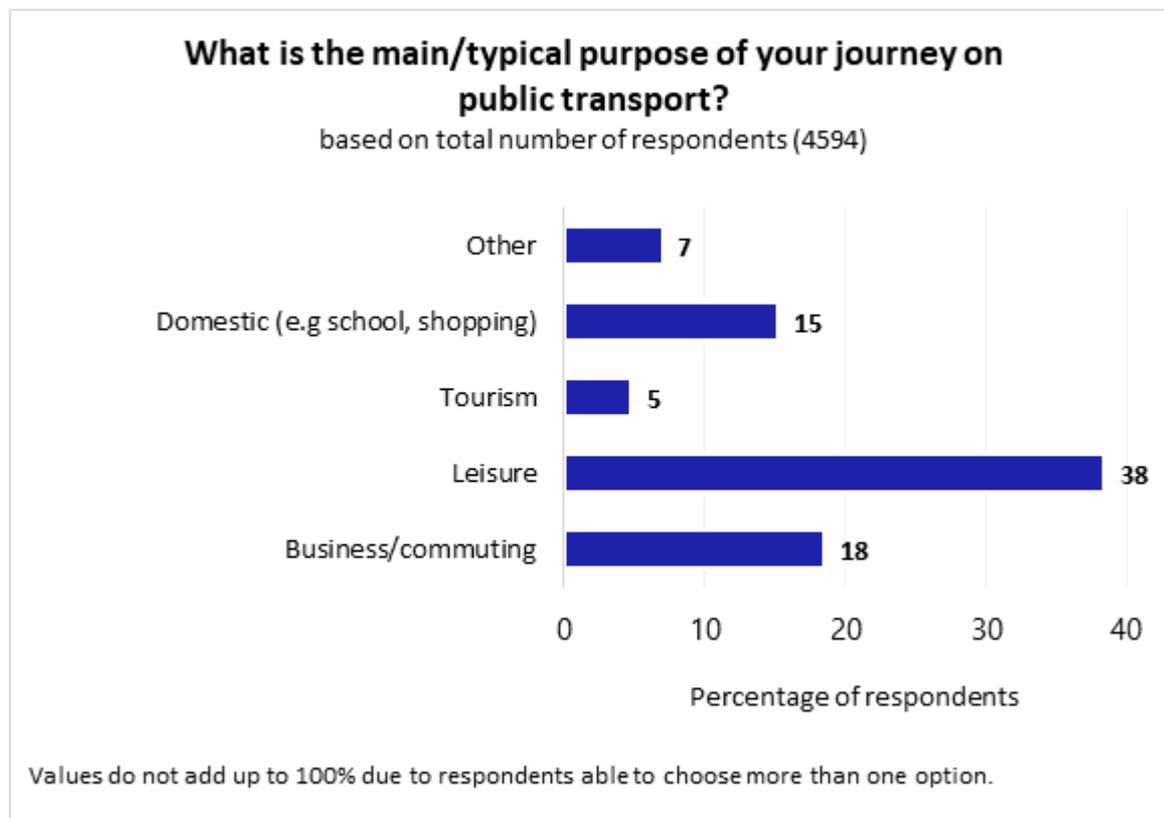


Figure 13: Bar chart showing respondents' purpose of journey on public transport

7.3 Section 3: Road Network

The consultation feedback survey included one core question relating to the road network, with 11 sub-questions and three further questions regarding safety on the road network. These questions were included to understand the views of all respondents, including those who do, and do not use the road network and to help understand how the road network and its services can be improved.

Question 17-30 of the consultation feedback survey asked: "Keeping in mind the focus of the A96 Corridor Review, how satisfied are you with the following features of the road network in your area?"

The 11 sub-questions, relate to specific features of the road network:

- Access to park and ride
- Length of journey times
- Level of traffic congestion
- Electric vehicle charging points
- Network resilience

- Provision of information
- Refreshment or break facilities
- Reliability of journey times
- Road maintenance
- Road safety
- Safe overtaking opportunities

Respondents could rate each feature with the following responses: *"very dissatisfied"*, *"dissatisfied"*, *"neither satisfied/nor dissatisfied"*, *"satisfied"*, *"very satisfied"*, or *"don't know/not applicable"*. The responses can be seen in **Figure 14**.

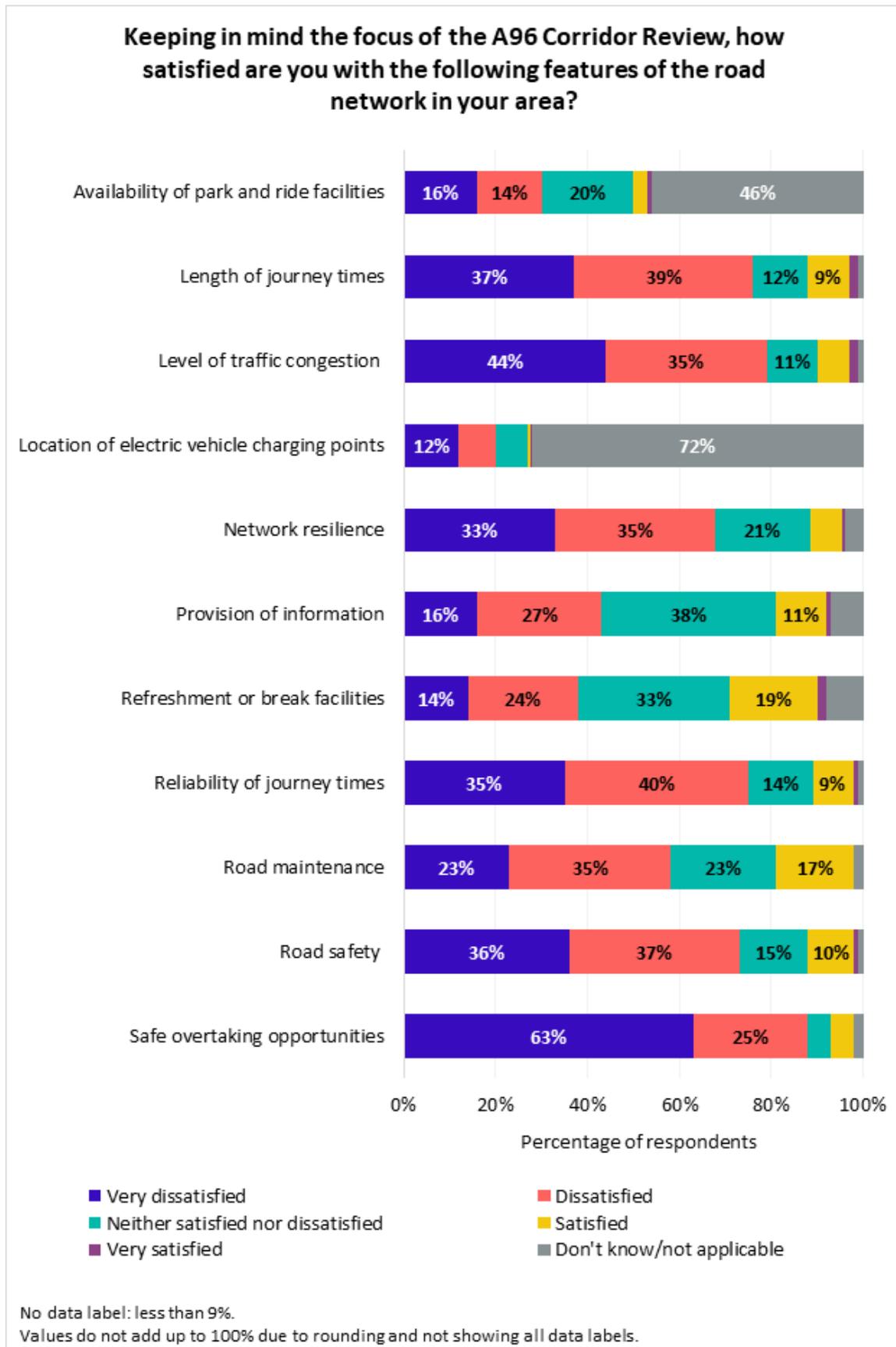


Figure 14: Stacked bar chart showing results for Q17-27 of the feedback survey

Overall, as can be seen in **Figure 14** respondents indicated that they were most satisfied with the availability of refreshment and break facilities and road maintenance. Respondents were most dissatisfied with the availability of safe overtaking opportunities (88%), the level of traffic congestion (79%) and the length of journey times (76%). **Figure 14** also shows the responses to the other sub-questions. Each having the same possible option for response.

When asked about availability of park and ride facilities 30% of respondents said they are "very dissatisfied" or "dissatisfied" with the availability of park and ride facilities. A further 20% selected the "neither satisfied/nor dissatisfied". 3% of respondents said they are "very satisfied" or "satisfied", with 46% of respondents selecting "don't know/not applicable".

When asked about length of journey times by road, 76% of respondents stated that they are "very dissatisfied" or "dissatisfied". A further 12% selected "neither satisfied/nor dissatisfied" and 12% chose either "very satisfied" or "satisfied". 1% of respondents selected "don't know/not applicable".

In relation to level of traffic congestion, 79% stated that they are "very dissatisfied" or "dissatisfied", with 11% selecting "neither satisfied/nor dissatisfied". Around 9% of respondents selected either "very satisfied" or "satisfied" and less than 1% selected "don't know/not applicable".

When asked about the location of electric vehicle charging points, 20% selected "very dissatisfied" or "dissatisfied". 7% of respondents selected "neither satisfied/nor dissatisfied", and 1% selected "very satisfied" or "satisfied". The majority of respondents (72%) selected "don't know/not applicable".

In relation to network resilience, the majority of respondents (68%) stated that they are "very dissatisfied" or "dissatisfied", 21% of respondents selected "neither satisfied/nor dissatisfied" and 8% selecting either "very satisfied" or "satisfied". 4% selected "don't know/not applicable".

When asked about provision of information, 43% stated that they are "very dissatisfied" or "dissatisfied", 38% were "neither satisfied/nor dissatisfied", and only 12% of respondents were either "very satisfied" or "satisfied". 7% of respondents selected "don't know/not applicable".

When asked about refreshment or break facilities, 38% selected "very dissatisfied" or "dissatisfied". A further 33% selected "neither satisfied/nor dissatisfied". Fewer respondents, (21%) selected either "very satisfied" or "satisfied". 8% of respondents selected "don't know/not applicable".

When asked about the reliability of journey time relative to public transport, 75% of respondents selected "very dissatisfied" or "dissatisfied", 14% of respondents selected "neither satisfied/nor dissatisfied", and only 10% selected "very satisfied" or "satisfied". Less than 1% of respondents selected "don't know/not applicable".

In response to the question regarding road maintenance, 58% of respondents selected either *"very dissatisfied"* or *"dissatisfied"* with a further 23% selecting *"neither satisfied/nor dissatisfied"*. 17% selected either *"very satisfied"* or *"satisfied"* and 1% choosing *"don't know/not applicable."*

Regarding road safety 73% of respondents stated that they are *"very dissatisfied"* or *"dissatisfied"* with 15% selecting *"neither satisfied/nor dissatisfied"*. In contrast, 11% selected *"very satisfied"* or *"satisfied"*, and 1% chose *"don't know/not applicable"*.

When asked about safe overtaking opportunities, the majority of respondents (88%) stated that they are *"very dissatisfied"* or *"dissatisfied"* with only 5% selecting *"neither satisfied/nor dissatisfied"*. Similarly, 5% chose *"very satisfied"* or *"satisfied"* and 1% of respondents selected *"don't know/not applicable"*.

7.3.1 Road Safety

Question 28-30 of the consultation feedback survey asked keeping in mind the focus of the A96 Corridor Review, the following three questions:

- *"In your opinion, how safe do you feel traveling on the A96 road network?"*
- *"Please detail any road safety concerns you have."*
- *"Please detail any road safety suggestions you have that would address the safety concerns identified."*

As seen in **Figure 15**, over half the respondents (58%) felt *"somewhat unsafe"* or *"very unsafe"* when travelling on the A96 road network. 20% of respondents stated that they felt *"neither safe nor unsafe"* with 21% feeling *"somewhat safe"* or *"very safe"* when travelling on the A96 road network. 1% of respondents did not answer.

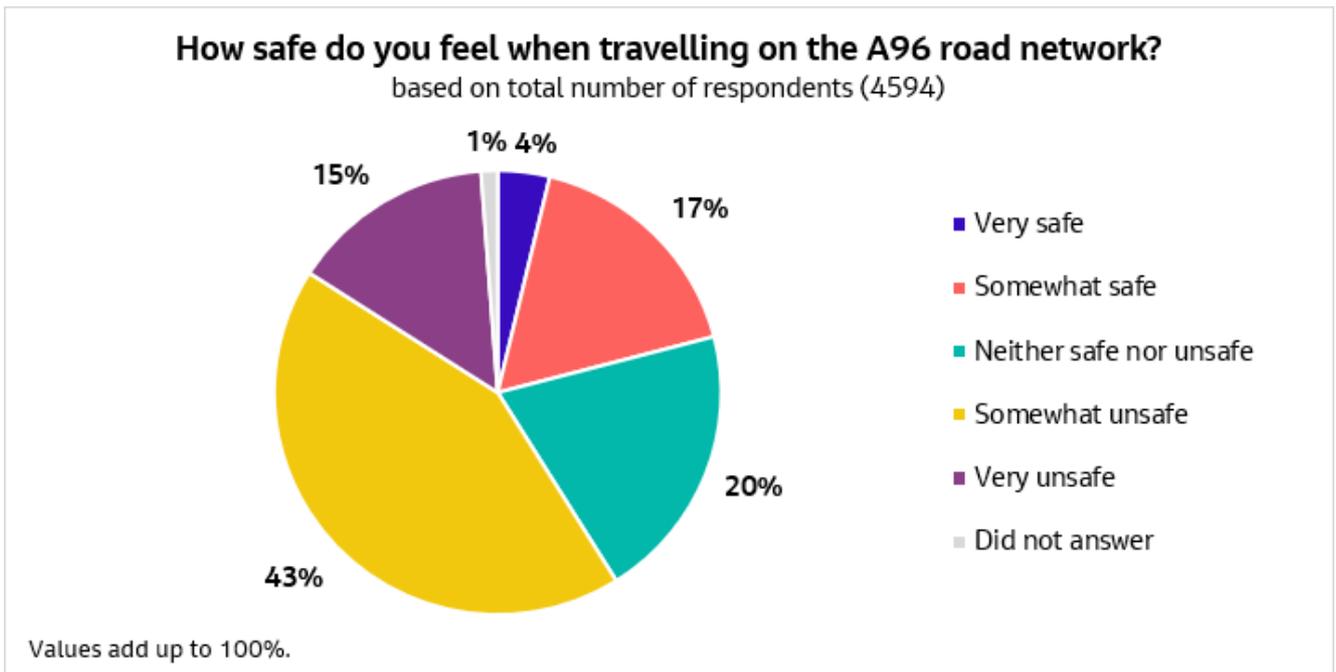


Figure 15: Pie chart showing how safe respondents feel when travelling on the A96 road network

When respondents were asked to detail their road safety concerns regarding the A96 trunk road, over 60 different concerns were raised. The top concern was *"dangerous overtaking,"* with 48% of respondents mentioning this, followed by 35% mentioning *"lack of overtaking opportunities"* as a concern.

The third top issue raised was that the *"road is unsafe in general,"* raised by 19% of respondents. 16% of respondents raised *"road congestion in town centres"* as a road safety concern, whilst 14% of respondents stated that *"slow moving traffic"* was a safety concern for them. This can be seen in **Figure 16**.



Figure 16: Bar chart showing the top five road safety concerns of respondents

When respondents were asked for their suggestions to address their identified road safety concerns, the most common suggestion raised by 49% of respondents was related to full dualling of the route, including general dualling and dualling between Nairn and Aberdeen. 12% of respondents suggested that providing safer overtaking opportunities would improve road safety. 7% of respondents stated that they oppose dualling, including dualling of the full route and between Nairn and Aberdeen. Similarly, 7% of respondents also suggested improving safety for walking, and 7% of respondents suggested bypassing town centres would help to address road safety concerns. This can be seen in **Figure 17**.

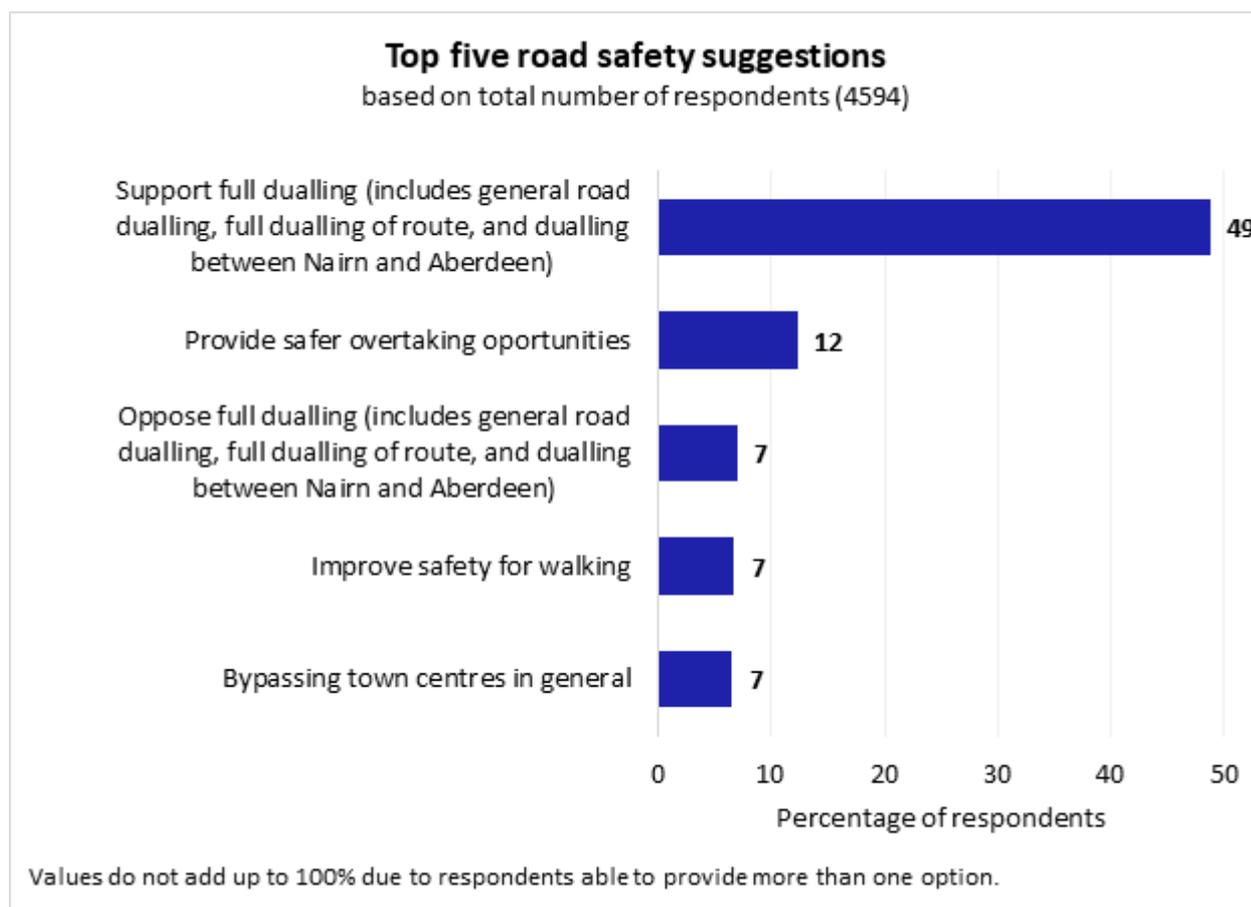


Figure 17: Bar chart showing the top five road safety suggestions of respondents

7.4 Section 4: Bus Network

The consultation feedback survey included one core question relating to the bus network, along with 15 sub-questions. These questions were included to understand the views of all respondents, including those who do, and do not use the bus network. They were also included to help understand how the bus network and its services can be improved. Three further questions were included relating to the free bus schemes and what improvements could be made to encourage bus use.

Question 31-45 of the consultation feedback survey relates to the bus network asked one main question: *"Keeping in mind the focus of the A96 Corridor Review, how satisfied are you with the following features of the bus network in your area?"*

The 15 sub-questions relate to specific features of the bus network:

- Access to nearest bus stop
- Accessibility to key services
- Availability and reliability of information
- Available space/capacity on buses
- Cost of bus travel

- Frequency of bus services
- Journey time relative to car/van
- Journey time relative to other modes of public transport
- Journey time reliability
- Personal security at bus stops
- Personal security on-board the bus
- Physical accessibility of buses
- Quality of buses
- Reliability bus services
- Ticketing

Respondents could rate each feature with the following responses: "*very dissatisfied*", "*dissatisfied*", "*neither satisfied/nor dissatisfied*", "*satisfied*", "*very satisfied*", or "*don't know/not applicable*".

As shown in **Figure 18** respondents' satisfaction/dissatisfaction with the bus network varies when measured against different features of the network. Overall, respondents were the most satisfied with access to the nearest bus stop (27%), available space/capacity on buses (19%) and personal security whilst on board buses (19%). Respondents were most dissatisfied with bus journey times relative to cars/vans (50%), accessibility to key services (38%) and frequency of bus services (37%).

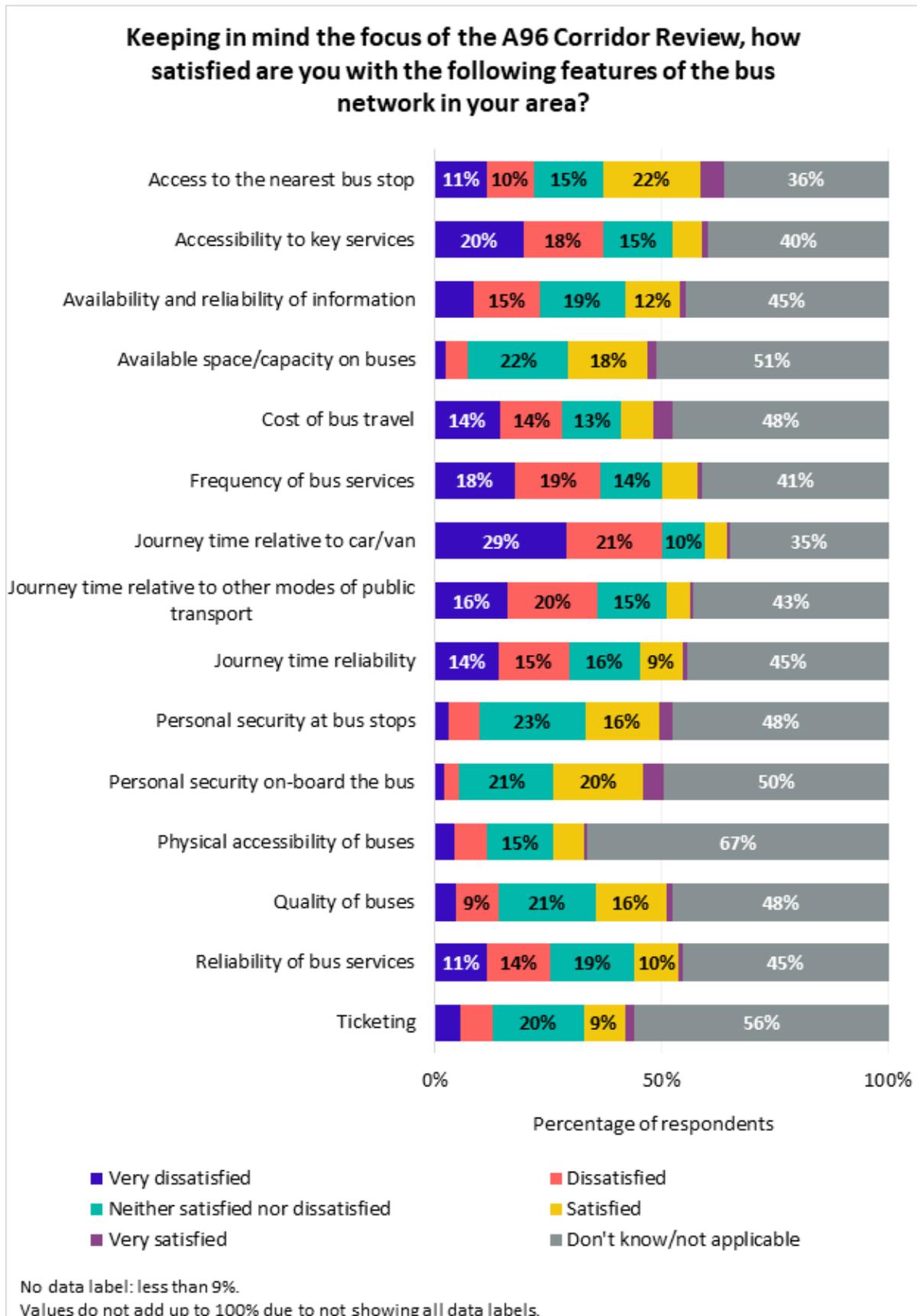


Figure 18: Stacked bar chart showing results from Q31-45 of the feedback survey

When asked about access to the nearest bus stop, 21% of respondents said they are *"very dissatisfied"* or *"dissatisfied"* with 15%, selecting *"neither satisfied/nor dissatisfied"*. 27% of respondents said they are *"very satisfied"* or *"satisfied"* with access to the nearest bus stop, whereas 36% of respondents selected *"don't know/not applicable"*.

In relation to accessibility to key services, i.e. how well the bus network provides access to services such as schools, GP surgeries and town centres, 38% selected *"very dissatisfied"* or *"dissatisfied"*. A further 15% selected *"neither satisfied/nor dissatisfied"*. 8% of respondents selected either *"very satisfied"* or *"satisfied"*. The remaining percentage of respondents (40%) selected *"don't know/not applicable"*.

When asked about availability and reliability of information, 23% stated that they are *"very dissatisfied"* or *"dissatisfied"*, 19% were *"neither satisfied/nor dissatisfied"*, and 13% are either *"very satisfied"* or *"satisfied"*. 45% of respondents selected *"don't know/not applicable"*

In relation to available space/capacity on buses, 7% stated either *"very dissatisfied"* or *"dissatisfied"* with 22% selecting *"neither satisfied/nor dissatisfied"*. 20% chose *"very satisfied"* or *"satisfied"* and 51% of respondents selected *"don't know/not applicable"*.

In response to cost of bus travel, 28% of respondents selected either *"very dissatisfied"* or *"dissatisfied"* and 13% selected *"neither satisfied/nor dissatisfied"*. Fewer respondents (11%) selected either *"very satisfied"* or *"satisfied"*. The remaining percentage of respondents (48%) selected *"don't know/not applicable"*.

In respect of the frequency of bus services, 37% of respondents selected either *"very dissatisfied"* or *"dissatisfied"*, 14% of respondents were *"neither satisfied/nor dissatisfied"* and 8% of respondents selected either *"very satisfied"* or *"satisfied"*. 41% of respondents selected *"don't know/not applicable"*.

When asked about bus journey time relative to car/van, 50% of respondents selected *"very dissatisfied"* or *"dissatisfied"*, 10% of respondents were *"neither satisfied/nor dissatisfied"* and 5% of respondents selected either *"very satisfied"* or *"satisfied"*, with 35% of respondents selecting, *"don't know/not applicable"*.

When asked about journey times on buses in comparison to other modes of public transport, 36% stated that they are *"very dissatisfied"* or *"dissatisfied"*, 15% selected *"neither satisfied/nor dissatisfied"*, and just 6% selected either *"very satisfied"* or *"satisfied"*. 43% of respondents selected *"don't know/not applicable"*.

In relation to journey time reliability, 29% stated that they are *"very dissatisfied"* or *"dissatisfied"*, with 16% selecting *"neither satisfied/nor dissatisfied"* and 10% choosing either *"very satisfied"* or *"satisfied"*. 45% of respondents selected *"don't know/not applicable"*.

There were two questions relating to personal security. When asked about personal security at bus stops, 10% stated that they are *"very dissatisfied"* or *"dissatisfied"*, 23% selected *"neither satisfied/nor dissatisfied"* and 19% selected either *"very satisfied"* or *"satisfied"*. 48% of respondents selected *"don't know/not applicable"*.

Regarding personal security on-board buses, just over 5% of respondents stated that they are "very dissatisfied" or "dissatisfied" and a further 21% selected "neither satisfied/nor dissatisfied". In contrast, 25% selected the "very satisfied" or "satisfied" option and 50% selected "don't know/not applicable".

In response to physical accessibility of buses, 11% of respondents selected "very dissatisfied" or "dissatisfied", 15% of respondents selected "neither satisfied/nor dissatisfied" and 7% of respondents selected either "very satisfied" or "satisfied" with the majority of respondents (67%) selecting "don't know/not applicable".

Regarding quality of buses, 14% of respondents selected "very dissatisfied" or "dissatisfied" and 21% of respondents selected "neither satisfied/nor dissatisfied". 17% selected either "very satisfied" or "satisfied", with 48% of respondents selecting "don't know/not applicable".

In relation to the reliability of bus services, 25% of respondents stated that they are "very dissatisfied" or "dissatisfied", 19% of respondents selected "neither satisfied/nor dissatisfied" and 10% selected either "very satisfied" or "satisfied". 45% selected "don't know/not applicable".

With regards to ticketing, 13% of respondents stated that they are "very dissatisfied" or "dissatisfied", 20% of respondents selected "neither satisfied/nor dissatisfied" and 11% of respondents selected either "very satisfied" or "satisfied" with 56% of respondents selecting "don't know/not applicable".

Respondents were also asked about their views on the free bus travel schemes. As shown in **Figure 19**, 51% of the respondents use or are aware of such schemes, whilst 46% of respondents do not use or not aware of the free bus travel scheme. 2% did not answer.

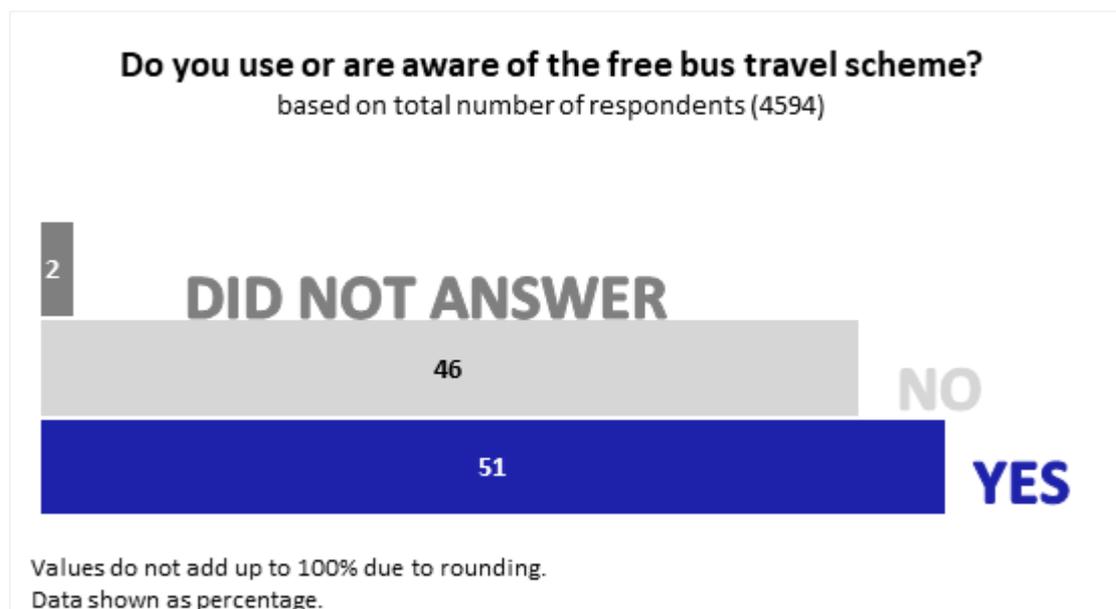


Figure 19: Bar chart showing results as percentages from Q46 of the feedback survey

As seen in **Table 12** when asked how important free bus schemes are, 37% of respondents stated they were either "very important" or "important", whilst 42% stated they are "not important". 21% of respondents either stated they didn't know or did not answer the question.

Table 12: Table showing how important free bus schemes are to respondents

How important are free bus schemes to you? based on total number of respondents (4594)	
Very important	15%
Important	22%
Not important	42%
Don't know	19%
Did not answer	2%

As seen in **Figure 20**, when asked "If you don't use the bus network within the A96 corridor what would make you use it more?" by far the highest response was for "faster/quicker journeys" at 46%, followed by "increased frequency" at 32% and "more direct routes" also at 32%. This was closely followed by "better integrated transport" at 31% and "cheaper journeys" at 30%.

Following this 29% of respondents chose "better interlinking bus routes between communities" as a feature that would make them use the bus network more. 25% stated "more reliable journeys" would increase their bus network usage.

Of the respondents, 15% provided their own suggestions and selected "other". Most of these stated that they would not use the bus network at all. Other changes which respondents suggested could encourage greater use of the bus network were, better capacity for carrying larger objects on board (such as prams, bikes, wheelchairs), bus stops within walking distance from home and increased comfort of bus journey (i.e. more legroom and toilets on board).

This was followed by 11% of respondents selecting "less stops" and the lowest responses were "more stops" and "more capacity" which were selected by 4% of respondents. 14% of respondents did not answer the question.

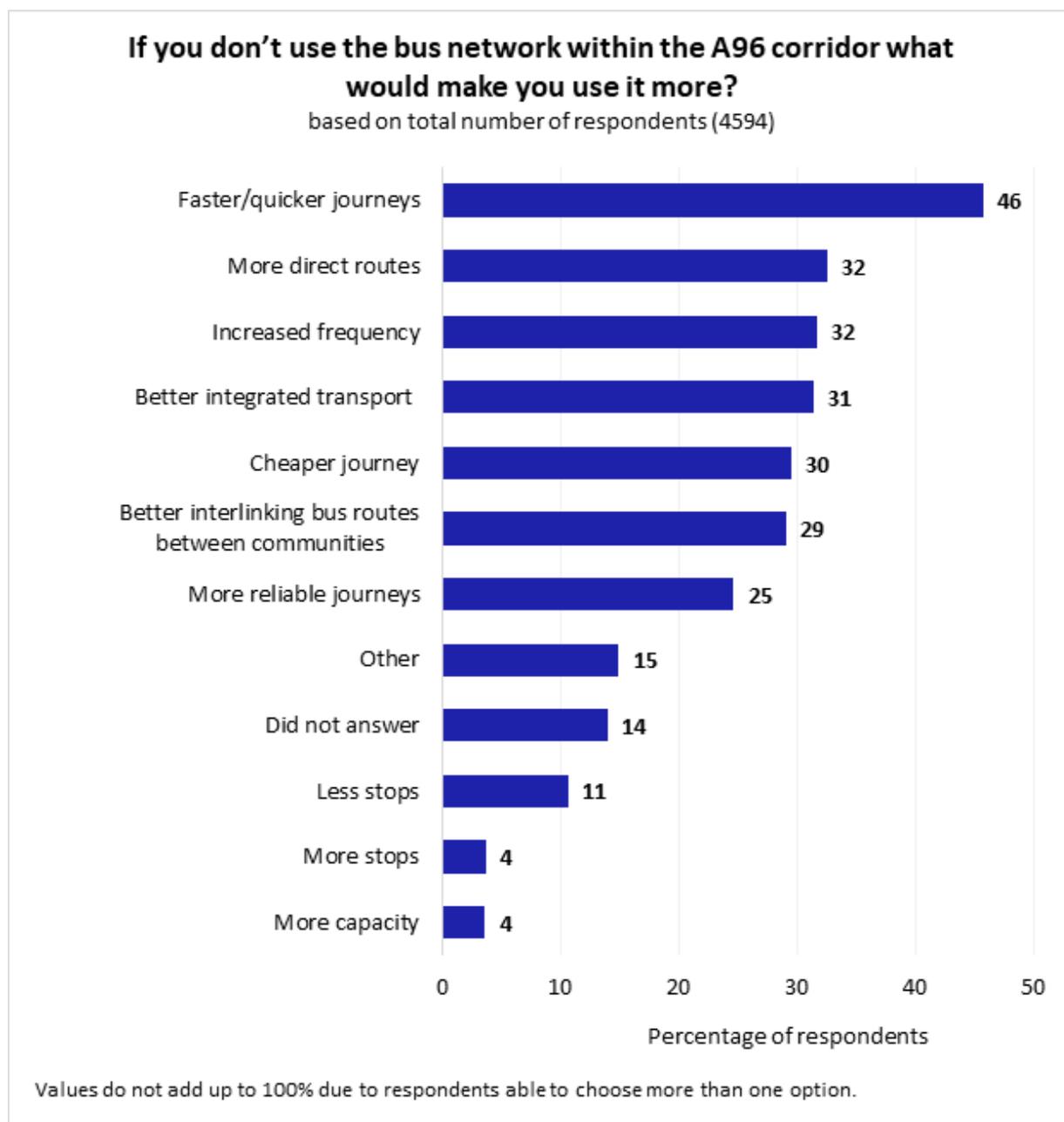


Figure 20: Bar chart showing results from Q48 of the feedback survey

7.5 Section 5: Walking and Wheeling

The section of the consultation feedback survey related to the walking and wheeling network. Both words represent the action of moving at a pedestrian's pace whether or not someone is standing or sitting e.g. mobility scooter or using a wheelchair. This section asked one main question "Keeping in mind the focus of the A96 Corridor Review, how satisfied are you with the following?". These questions were included to help understand the conditions for walking and wheeling and how these facilities can be improved.

Questions 49 to 55 are sub-questions relating to specific features of the walking and wheeling network:

- Ability to walk/wheel safely
- Accessibility to key services
- Availability of accessible walking/wheeling infrastructure
- Availability of attractive walking/wheeling infrastructure
- Availability of safe walking/wheeling infrastructure
- Information of walking/wheeling routes
- Walking/wheeling routes

Respondents could rate each feature with the following responses: *"very dissatisfied"*; *"dissatisfied"*, *"neither satisfied/nor dissatisfied"*, *"satisfied"*, *"very satisfied"*, or *"don't know/not applicable"*. The results are shown in **Figure 21**.

Most respondents were either *"very dissatisfied"* or *"dissatisfied"* with both the ability to walk and wheel safely (43%) and availability of safe walking and wheeling infrastructure (43%) with 7% of respondents being *"very satisfied"* or *"satisfied"* with the ability to walk/wheel safely and 8% with the availability of safe walking and wheeling infrastructure. Between 34-42% of respondents selected *"don't know/not applicable"* to the other sub-questions. One further question in this section explored how walking and wheeling infrastructure can be improved to encourage more people to choose this mode of transport.

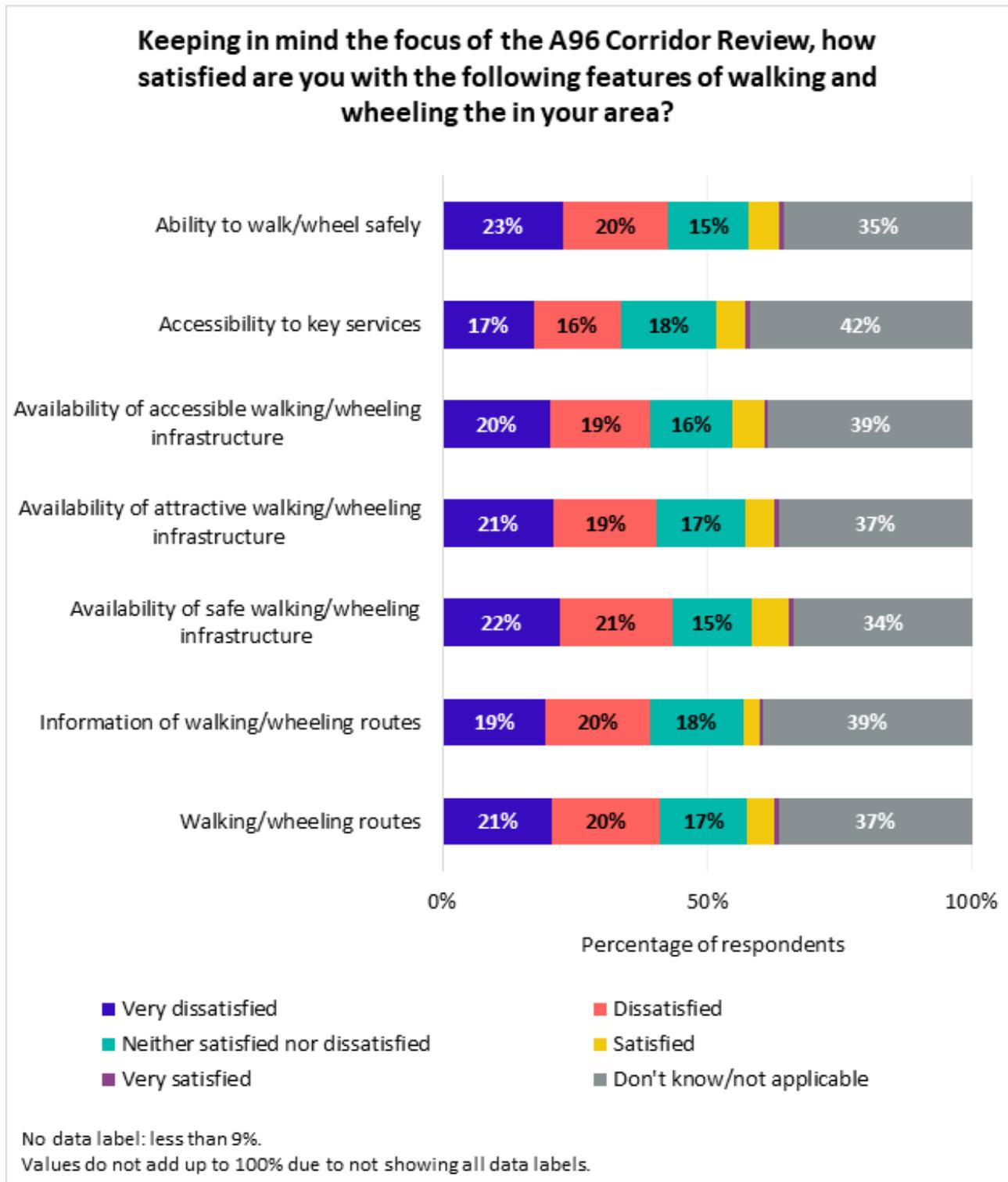


Figure 21: Stacked bar chart showing results from Q49-55 of the feedback survey

When asked about ability to walk/wheel safely, 43% of respondents said they are "very dissatisfied" or "dissatisfied". A further 15% selected the "neither satisfied/nor dissatisfied" option and 7% of respondents said they are "very satisfied" or "satisfied" with ability to walk/wheel safely. 35% of respondents chose "don't know/not applicable".

In relation to accessibility to key services, i.e. how well the walking/wheeling network provides access to services such as employment sites, healthcare and education units, 33% selected *"very dissatisfied"* or *"dissatisfied"*. A further 18% selected *"neither satisfied/nor dissatisfied"* and fewer respondents (7%) selected either *"very satisfied"* or *"satisfied"*. The remaining percentage of respondents (42%) selected *"don't know/not applicable"*.

When asked about availability of accessible walking/wheeling infrastructure, 39% of respondents stated that they are *"very dissatisfied"* or *"dissatisfied"* and 16% selected *"neither satisfied/nor dissatisfied"*. 6% of respondents selected either *"very satisfied"* or *"satisfied"* and 39% selected *"don't know/not applicable"*.

Regarding availability of attractive walking/wheeling infrastructure, 40% of respondents stated that they are *"very dissatisfied"* or *"dissatisfied"* and a further 17% selected *"neither satisfied/nor dissatisfied"*. In contrast, 6% of respondents selected the *"very satisfied"* or *"satisfied"* options and 37% selected *"don't know/not applicable"*.

In response to the availability of safe walking/wheeling infrastructure, 43% stated that they are *"very dissatisfied"* or *"dissatisfied"* and 15% selected *"neither satisfied/nor dissatisfied"*. 8% of respondents selected either *"very satisfied"* or *"satisfied"* and 34% selected *"don't know/not applicable"*.

In respect to information of walking/wheeling routes such as map boards/route plans, 39% selected either *"very dissatisfied"* or *"dissatisfied"* and a further 18% were *"neither satisfied/nor dissatisfied"*. Only 4% of respondents selected either *"very satisfied"* or *"satisfied"*. The remaining percentage of respondents (39%) selected the *"don't know/not applicable"* option.

In the last sub-question respondents were asked about opinions on walking and wheeling routes. 41% stated that they are *"very dissatisfied"* or *"dissatisfied"*, 17% selected *"neither satisfied/nor dissatisfied"*, and just 5% selected either *"very satisfied"* or *"satisfied"*. 37% of respondents selected the *"don't know/not applicable"* option.

The consultation feedback survey included a question (Q56), which related to suggestions which could encourage respondents to use the A96 corridor for walking and wheeling more often. **Figure 22** shows respondents' views on that issue. The most popular suggestion with 33% of respondents stated that providing safer facilities would make them use the A96 corridor for walking and wheeling more often. The two next highest scores indicated the need for better public facilities i.e. public toilets with 25% of respondents selecting that option and better interlinking routes between communities selected by 22% respondents.

The lowest responses at 4% was for *"different or a wider use of services"* and the rest of the options ranged between 7-21%.

Additionally, 13% of respondents provided other suggestions. The most frequent response indicated that the respondent would not use the corridor for walking or wheeling, due to safety and/or the length and duration of longer journeys required due to health/age related issues which would make walking/wheeling difficult. Other responses included the preference for segregation from traffic routes, increasing number of safe crossings and further

suggestions on cycle paths. 26% of respondents did not answer the question. This can be seen in Figure 22.

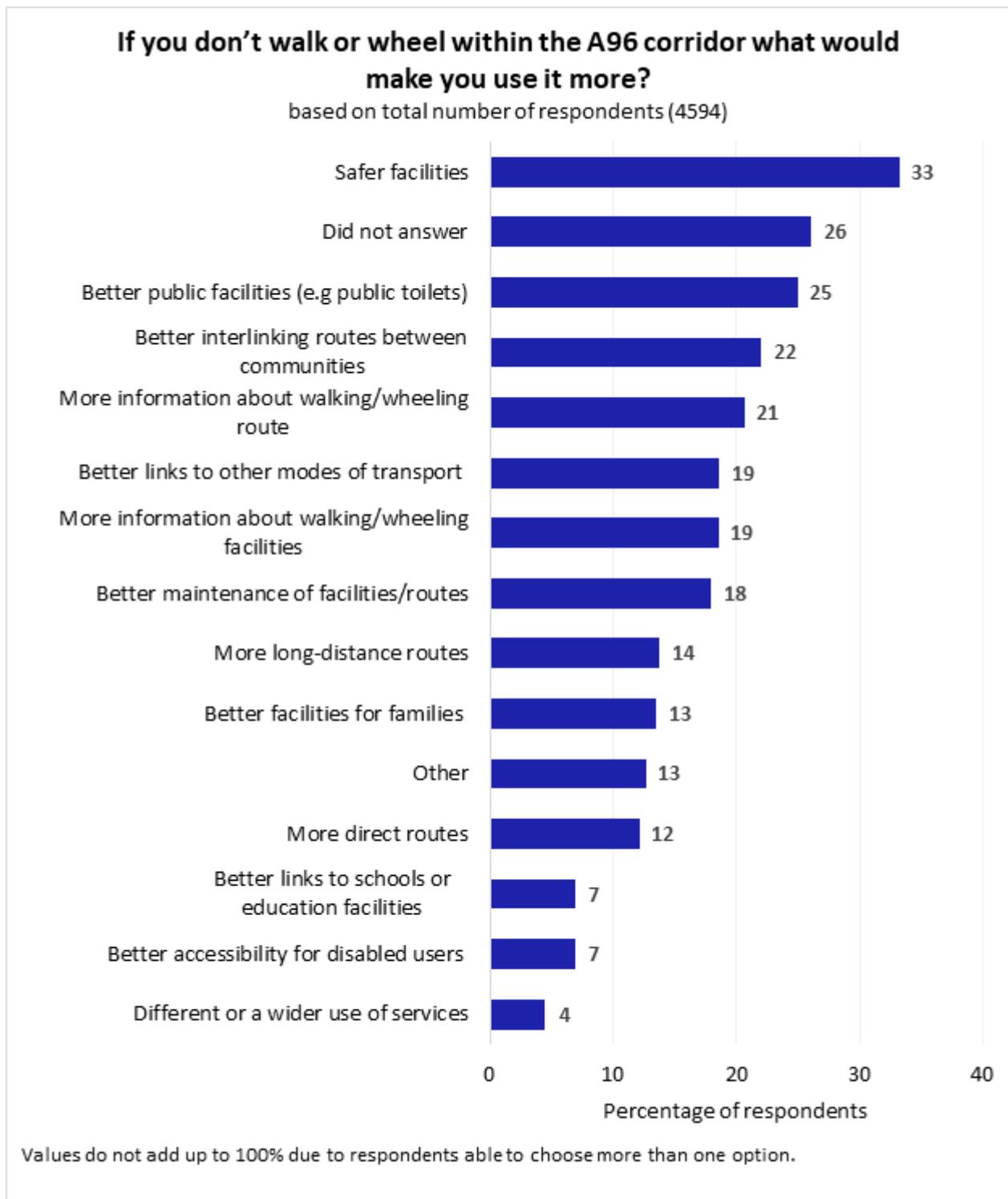


Figure 22: Bar chart showing results of Q56 of the feedback survey

7.6 Section 6: Cycling Network

The consultation feedback survey included one core question relating to the cycling network along with six sub-questions for the cycling network. These questions were included to understand the views of all respondents, including those who do, and do not use the cycle network. They were also included to help understand how the cycle network and its services can be improved.

Across all the questions cycling safety appeared to be the major factor concerning the respondents, along with the availability of routes and better interlinking routes.

The section of the consultation feedback survey relating to the cycling network asked one main question: *"Keeping in mind the focus of the A96 Corridor Review, how satisfied are you with the following?"*

Questions 57 to 62 are sub-questions relating to specific features of the cycle network:

- Ability to cycle safely
- Ability to take bikes on public transport
- Availability of cycling infrastructure
- Bikes, e-bikes/scooters hire
- Cycling routes and accessibility to cycling routes
- Information on cycling routes

Respondents could rate each feature with the following responses: *"very dissatisfied"*, *"dissatisfied"*, *"neither satisfied/nor dissatisfied"*, *"satisfied"*, *"very satisfied"*, or *"don't know/not applicable"*. The results are shown in **Figure 23**.

Respondents were *"very satisfied"* and *"satisfied"* with the availability of cycling infrastructure (5%). Respondents were most dissatisfied with the ability to cycle safely (50%).

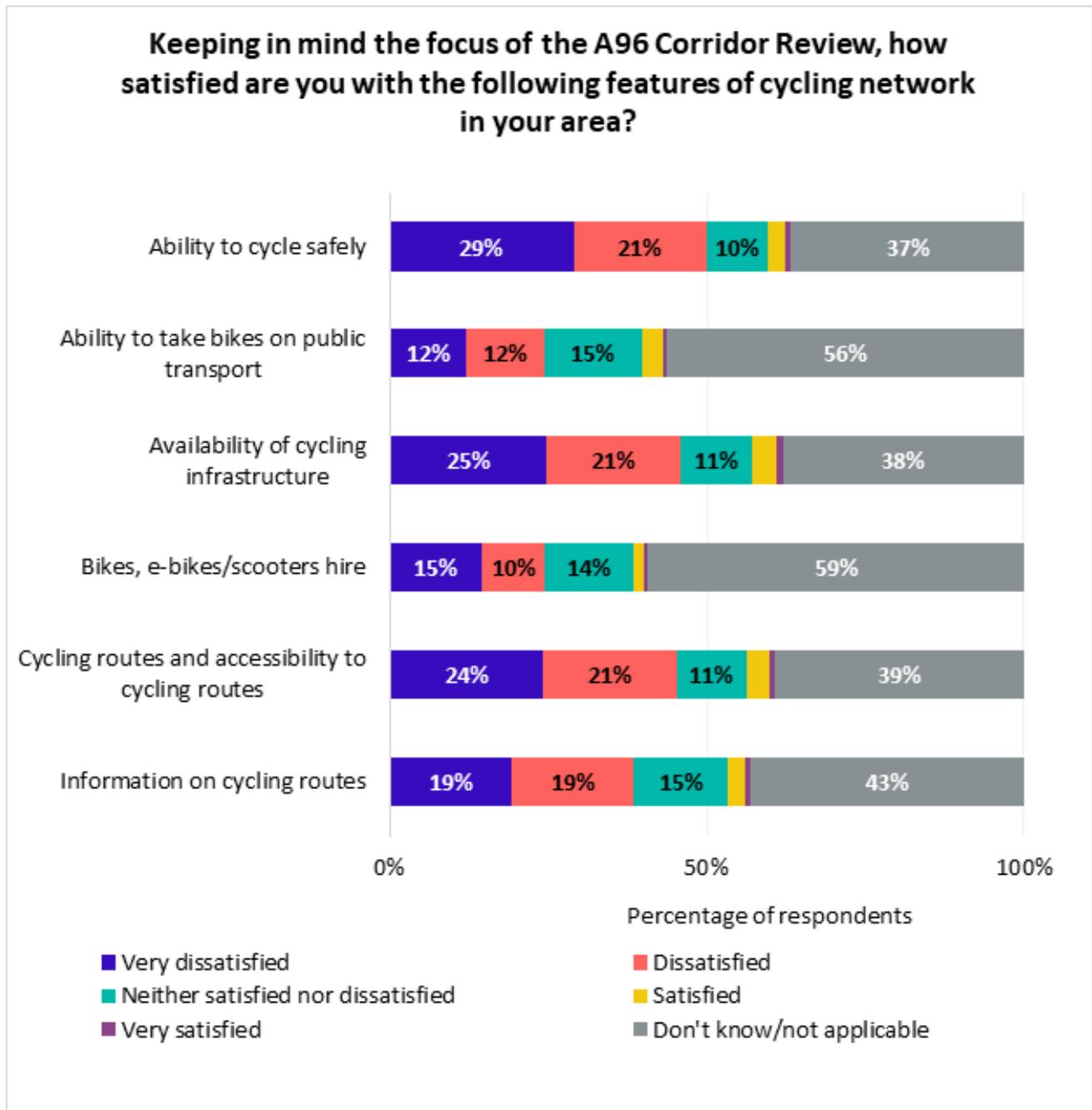


Figure 23: Stacked bar chart showing results from Q57-62 of the feedback survey

When asked about ability to cycle safely, 50% of respondents said they are “*very dissatisfied*” or “*dissatisfied*” and a further 10% selected the “*neither satisfied/nor dissatisfied*” option. Only 4% of respondents said they were “*very satisfied*” or “*satisfied*” with ability to cycle safely, and 37% selected “*don’t know/not applicable*”.

In relation to ability to take bikes on public transport, 24% were “*very dissatisfied*” or “*dissatisfied*” and a further 15% selected “*neither satisfied/nor dissatisfied*”. 4% of the respondent selected either “*very satisfied*” or “*satisfied*” and the majority of respondents (56%) selected the “*don’t know/not applicable*” answer.

When asked about the availability of cycling infrastructure, 46% stated that they were "very dissatisfied" or "dissatisfied", 11% selected "neither satisfied/nor dissatisfied", and 5% selected either "very satisfied" or "satisfied". 38% of respondents selected the "don't know/not applicable" answer.

In relation to bikes, e-bikes/scooter hire, 25% stated that they are "very dissatisfied" or "dissatisfied" and 14% selected "neither satisfied/nor dissatisfied". 2% selected either "very satisfied" or "satisfied" and 59% selected "don't know/not applicable".

When asked about cycling routes and accessibility to cycling routes, 45% selected "very dissatisfied" or "dissatisfied" and 11% selected "neither satisfied/nor dissatisfied". Under 5% selected "very satisfied" or "satisfied", and 39% selected "don't know/not applicable".

In response to information on cycling routes, 38% stated that they are "very dissatisfied" or "dissatisfied" and 15% selected "neither satisfied/nor dissatisfied". 4% of respondents selected either "very satisfied" or "satisfied" and 43% selected "don't know or not applicable".

The consultation feedback survey included a question (Q63), which related to suggestions which could encourage respondents to use the A96 corridor for cycling more often. **Figure 24** shows respondents' views on that issue.

As a percentage from the total number of respondents of the survey, 40% selected "safer facilities" as a reason that would make them use cycling facilities within the corridor more. The second most frequently selected response was "better interlinking routes," selected by 23%, and "more information about cycling routes or facilities" by 22% of the overall total respondents.

The lowest response at 6% was for "better links to schools or education". The rest of the options ranged similarly between 13-19%. 29% of respondents did not answer the question.

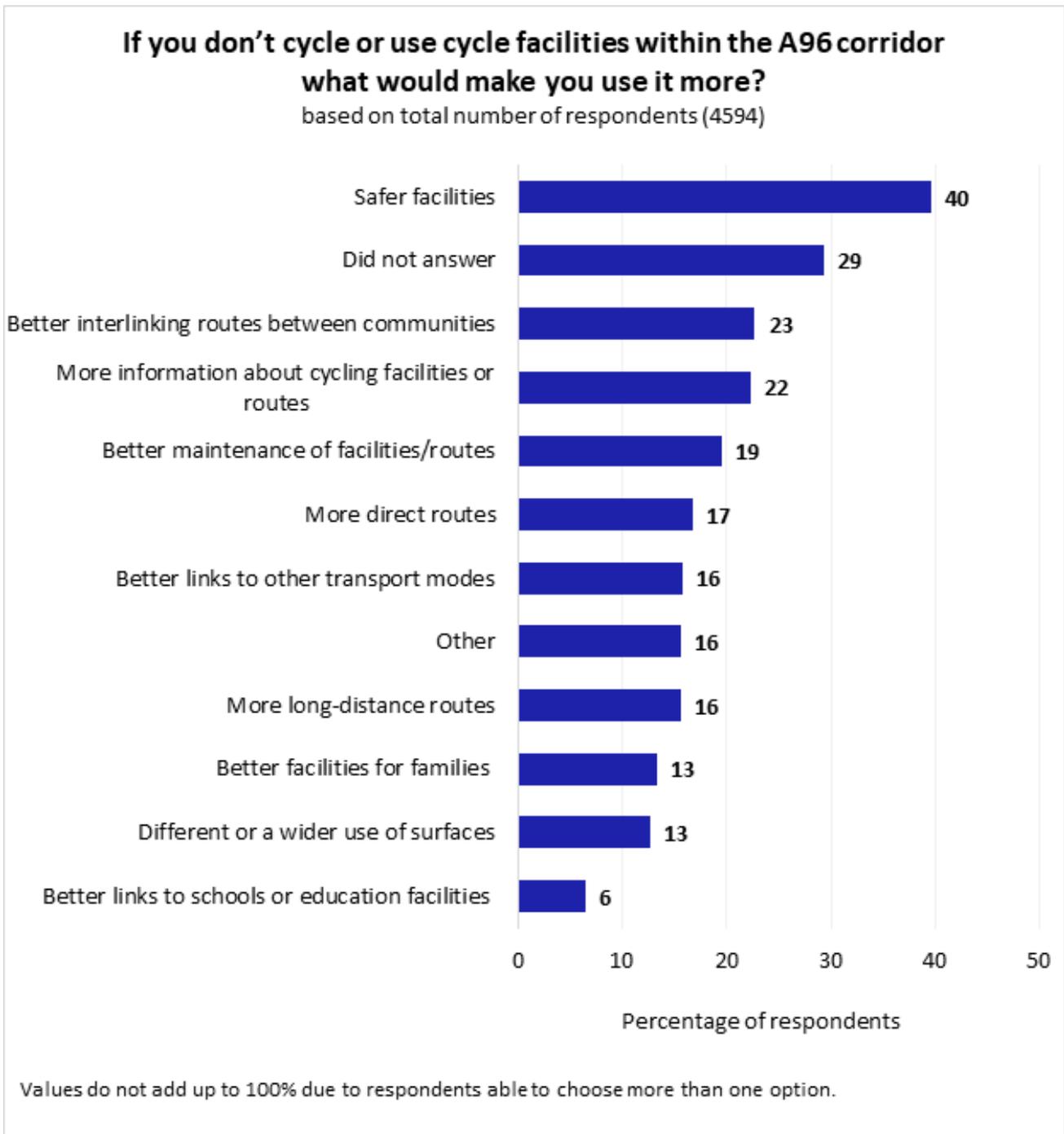


Figure 24: Bar chart showing results from Q63 of the feedback survey

7.7 Section 7: Rail Network

The feedback survey included one core question relating to the rail network, along with 15 sub-questions. These questions were included to understand the views of all respondents, including those who do, and do not use the rail network. They were also included to help understand how the rail network and its services can be improved. One further question asked what improvements could be made to encourage use of public transport.

The section of consultation feedback survey relating to the rail network asked one main question: "Keeping in mind the focus of the A96 Corridor Review, how satisfied are you with the following features of the rail network in your area?"

The sub-questions related to specific features of the rail network:

- Access to the nearest station
- Accessibility to key services
- Availability and reliability of information
- Available space/capacity on trains
- Cost of train services
- Frequency of train services
- Journey time in comparison to car/van
- Journey time reliability
- Journey time relative to other public transport
- Personal security at train stations
- Personal security on-board trains
- Physical accessibility of trains
- Quality of trains
- Reliability of train services
- Ticketing

Respondents could rate each feature with the following responses: "very dissatisfied", "dissatisfied", "neither satisfied/nor dissatisfied", "satisfied", "very satisfied", or "don't know/not applicable". **Figure 25** shows respondents' views of the 15 specific features of the rail network included within the survey.

In summary, respondents indicated that they were most satisfied with journey times relative to other public transport (46%), access to the nearest station (41%) and personal security on-board trains (41%). Respondents were most dissatisfied with the cost of travel on the rail network (63%), the frequency of train services (44%) and the ability to access key services along the rail network (34%).

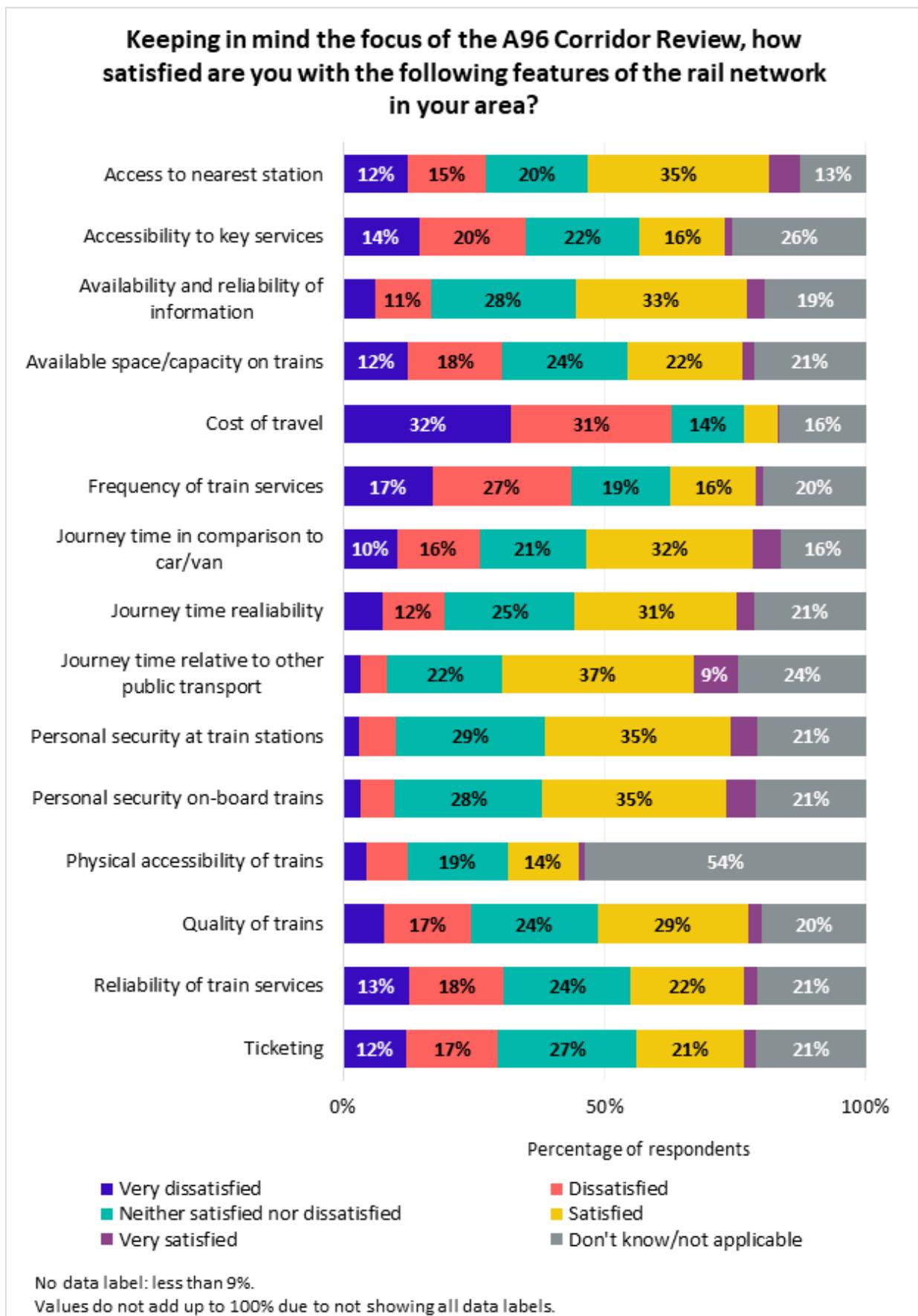


Figure 25: Stacked bar chart showing results from Q64-78 of the feedback survey

When asked about access to the nearest station, 27% of respondents stated that they are *"very dissatisfied"* or *"dissatisfied"*, 20% of respondents selected *"neither satisfied/nor dissatisfied"*, 41% of respondents selected *"very satisfied"* or *"satisfied"*. 13% of respondents selected *"don't know/not applicable"*.

In relation to accessibility to key services, i.e. how well the rail network provides access to services such as schools, GP surgeries and town centres, 34% selected *"very dissatisfied"* or *"dissatisfied"*. 22% selected *"neither satisfied/nor dissatisfied"* and 18% of respondents selected either *"very satisfied"* or *"satisfied"*. 26% of respondents, selected *"don't know/not applicable"*.

Regarding the availability and reliability of information, 17% of respondents stated they were *"very dissatisfied"* or *"dissatisfied"*, 28% of respondents selected *"neither satisfied/nor dissatisfied"* and 36% of respondents selected *"very satisfied"* or *"satisfied"*. 19% of respondents selected *"don't know/not applicable"*.

In relation to available space/capacity on trains, 30% of respondents stated that they were *"very dissatisfied"* or *"dissatisfied"*, 24% of respondents selected *"neither satisfied/nor dissatisfied"* and 24% of respondents selected *"very satisfied"* or *"satisfied"*. 21% of respondents selected *"don't know/not applicable"*.

In response to cost of rail travel, 63% of respondents stated that they were *"very dissatisfied"* or *"dissatisfied"*, 14% of respondents selected *"neither satisfied/nor dissatisfied"* and only 7% of respondents selected *"very satisfied"* or *"satisfied"*. 16% of respondents selected *"don't know/not applicable"*.

In respect of the current frequency of train services, 44% of respondents stated that they were *"very dissatisfied"* or *"dissatisfied"*, 19% of respondents selected *"neither satisfied/nor dissatisfied"* and 18% of respondents selected *"very satisfied"* or *"satisfied"*. 20% of respondents selected *"don't know/not applicable"*.

Regarding journey time in comparison to cars/vans, 26% of respondents stated that they were *"very dissatisfied"* or *"dissatisfied"*, 21% of respondents selected *"neither satisfied/nor dissatisfied"* and 37% of respondents selected *"very satisfied"* or *"satisfied"*. 16% of respondents selected *"don't know/not applicable"*.

In relation to journey time reliability, 19% stated that they are *"very dissatisfied"* or *"dissatisfied"*, 25% selected *"neither satisfied/nor dissatisfied"* with the majority (34%) selecting either *"very satisfied"* or *"satisfied"*. 21% selected *"don't know/not applicable"*.

In relation to journey time relative to other public transport, 8% of respondents stated that they were *"very dissatisfied"* or *"dissatisfied"*, 22% of respondents selected *"neither satisfied/nor dissatisfied"* and 46% of respondents selected *"very satisfied"* or *"satisfied"*. 24% of respondents selected *"don't know/not applicable"*.

There were two questions relating to personal security. When asked about personal security at train stations, 10% of respondents stated that they were *"very dissatisfied"* or *"dissatisfied"*,

29% of respondents selected *"neither satisfied/nor dissatisfied"* and 40% of respondents selected *"very satisfied"* or *"satisfied"*. 21% of respondents selected *"don't know/not applicable"*.

Regarding personal security on-board trains, 10% of respondents stated that they were *"very dissatisfied"* or *"dissatisfied"*, 28% of respondents selected *"neither satisfied/nor dissatisfied"* and 41% of respondents selected *"very satisfied"* or *"satisfied"*. 21% of respondents selected *"don't know/not applicable"*.

In response to physical accessibility of trains 5% of respondents stated that they were *"very dissatisfied"* or *"dissatisfied"*, 15% of respondents selected *"neither satisfied/nor dissatisfied"* and 7% of respondents selected *"very satisfied"* or *"satisfied"*. 67% of respondents selected *"don't know/not applicable"*.

Regarding quality of trains, 25% selected *"very dissatisfied"* or *"dissatisfied"*. 24% selected *"neither satisfied/nor dissatisfied"* and 31% selected either *"very satisfied"* or *"satisfied"*. 20% selected *"don't know/not applicable"*.

With regards to reliability of train services, 31% of respondents stated that they were *"very dissatisfied"* or *"dissatisfied"*, 24% of respondents selected *"neither satisfied/nor dissatisfied"* and 24% of respondents selected *"very satisfied"* or *"satisfied"*. 21% of respondents selected *"don't know/not applicable"*.

With regards to ticketing, 29% of respondents stated that they were *"very dissatisfied"* or *"dissatisfied"*, 27% of respondents selected *"neither satisfied/nor dissatisfied"* and 23% of respondents selected *"very satisfied"* or *"satisfied"*. 21% of respondents selected *"don't know/not applicable"*.

As shown in, **Figure 26** when asked *"if you don't use the public transport network within the A96 corridor what would make you use it more?"* the highest response selected by 50% of respondents was for *"cheaper journey"*. This was followed by *"increased frequency"* chosen by 35% of respondents and *"faster/quicker journeys"* chosen by 32%.

Following this, 27% of respondents selected *"better integrated transport (e.g. train links with buses)"* with *"more reliable journeys"* being selected by 24% of respondents. This was followed by *"better interlinking bus routes between communities"* (20%), *"better parking facilities"* (20%), *"more direct routes"* (19%) and *"more capacity"* (14%). 11% of respondents selected *"other"*. The features with the fewest responses all at 5% were *"more stops"*, *"less stops"* and *"better electric vehicle charging points at parking facilities"*. 22% of respondents did not answer the question.

Within the *"other"* category, the respondents made suggestions that would encourage them to use the public transport more often. These suggestions included *"better accessibility for disabled passengers"*, *"better bike capacity on trains"*, *"facilities on the stations"* and *"direct links to the airports"*. Respondents also stated that *"they would not use the public transport at all"* or *"that the rail services do not provide travel between preferred destinations."*

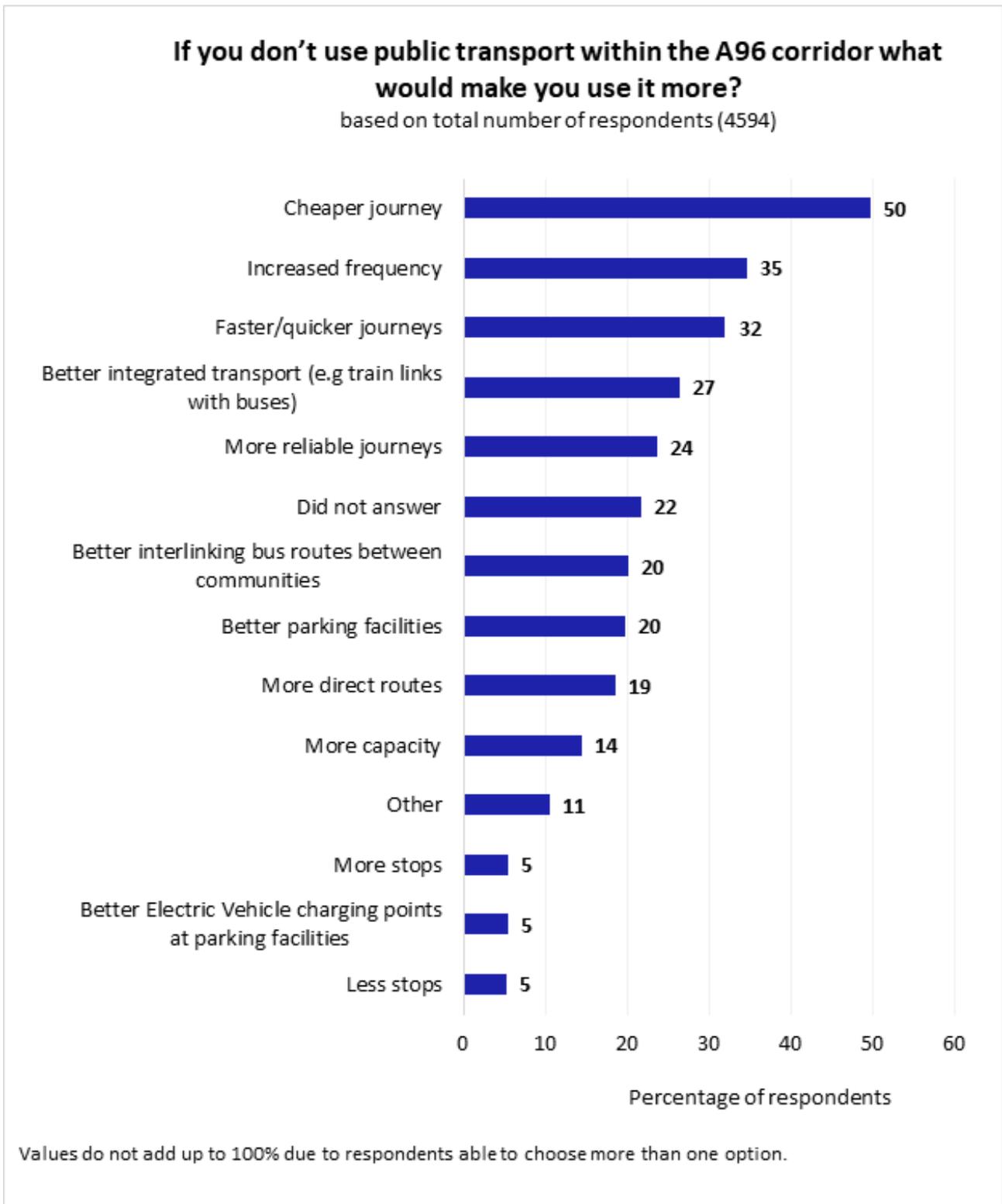


Figure 26: Bar chart showing results from Q79 of the feedback survey

7.8 Section 8: Wider Transport Issues

The consultation feedback survey included one core question relating to the wider transport issues, along with 10 sub-questions. These questions were included to understand the views of all respondents on additional features related to transport.

The section of consultation feedback survey relating to wider transport issues asked one main question: *"Keeping in mind the focus of the A96 Corridor Review, how satisfied are you with the following wider transport issues in your area?"*. Questions 80 to 89 are sub-questions which related to wider transport issues, shown in **Figure 27**. These included features such as:

- Adaptability of transport infrastructure to the effects of climate change
- Air quality
- Availability and quality of journey planning information
- Connectivity to locations within the A96 corridor
- Connectivity to other parts of Scotland
- Digital connectivity
- Facilities for freights/HGVs
- Integrated ticketing
- Integration between different methods of transport
- The integration of land-use planning and transport

Respondents could rate each feature with the following responses: *"very dissatisfied," "dissatisfied," "neither satisfied/nor dissatisfied" "satisfied," "very satisfied,"* or *"don't know/not applicable."*

As shown in **Figure 27**, respondents' satisfaction/dissatisfaction with the wider transport issues varies when measured against different features. Respondents were most satisfied with air quality (39%), connectivity to locations within the A96 corridor (27%) and other parts of Scotland (23%).

Respondents were most dissatisfied with the integration between different methods of transport (53%), connectivity to other parts of Scotland (51%), and the adaptability of transport infrastructure to the effects of climate change (49%).

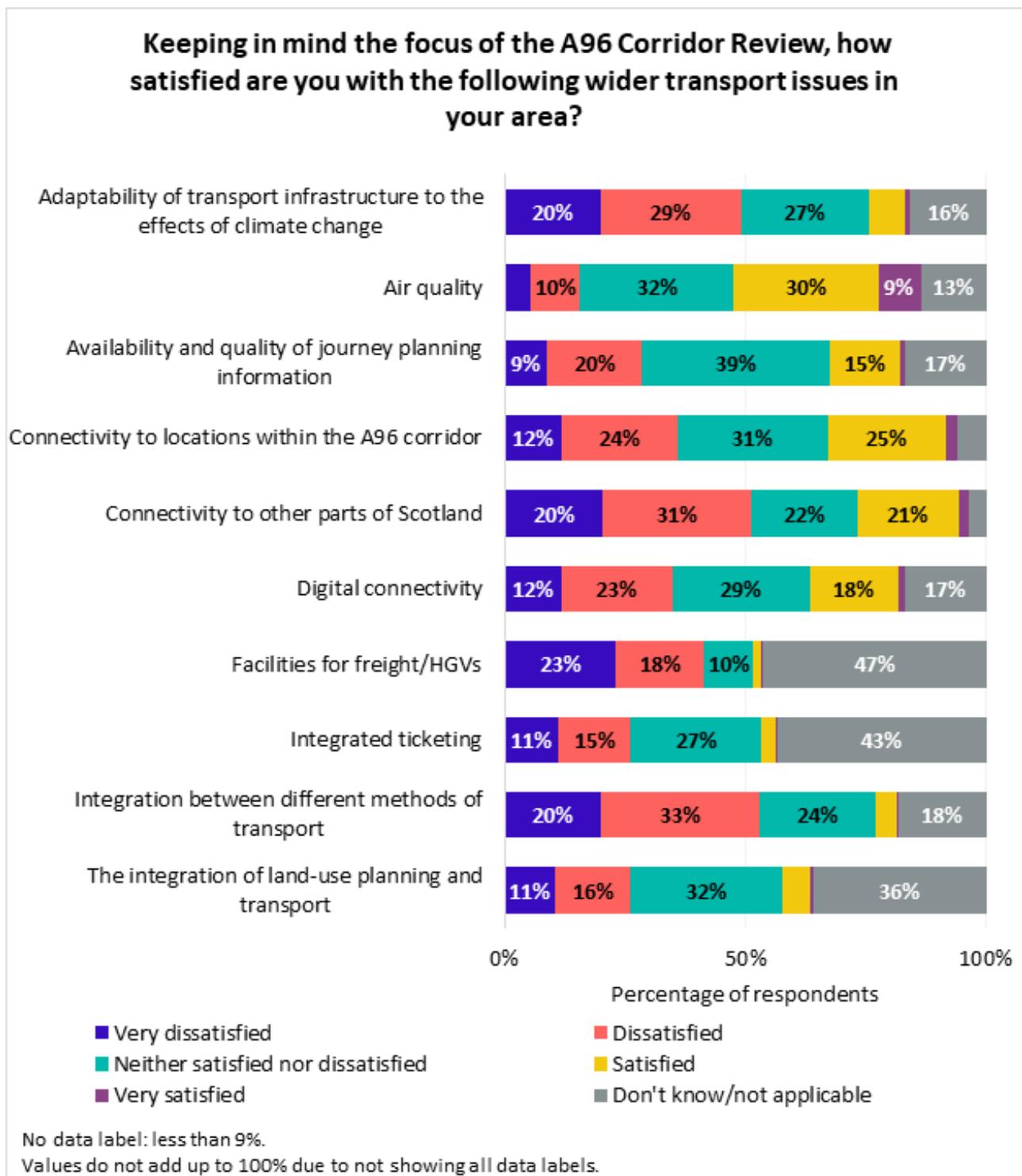


Figure 27: Stacked bar chart showing results of Q80-89 from the feedback survey

Wider transport issues included some environmental concerns such as adaptability of transport infrastructure to the effects of climate changes and air quality. In response to adaptability to the effects of climate change, 49% of respondents stated that they are “very dissatisfied” or “dissatisfied”, 27% of respondents chose the “neither satisfied/nor dissatisfied” option and 8% said that they are “very satisfied” or “satisfied”. 16% selected “don't know/not applicable”.

When asked about air quality, 15% of respondents said they are *"very dissatisfied"* or *"dissatisfied"*, 32% selected the *"neither satisfied/nor dissatisfied"* option and 39% of respondents said they are *"very satisfied"* or *"satisfied"* with air quality in their area. 13% selected *"don't know/not applicable"*.

In relation to the availability and quality of journey planning information, 29% selected *"very dissatisfied"* or *"dissatisfied"*, 39% of respondents stayed neutral choosing *"neither satisfied/nor dissatisfied"* and 15%, selected either *"very satisfied"* or *"satisfied"*. The remaining percentage of respondents, 17%, selected the *"don't know/not applicable"*.

The next three questions specifically related to connectivity. When asked about connectivity to locations within the A96 corridor, 36% stated that they are *"very dissatisfied"* or *"dissatisfied"*, 31% selected *"neither satisfied/nor dissatisfied"* and 27% selected either *"very satisfied"* or *"satisfied"*. 6% of respondents selected *"don't know/not applicable"*.

Regarding connectivity to other parts of Scotland, more respondents, 51% stated that they are *"very dissatisfied"* or *"dissatisfied"*, 22% selected *"neither satisfied/nor dissatisfied"* and 23%, selected the *"very satisfied"* or *"satisfied"* options. Only 4% of respondents selected *"don't know/not applicable"*.

Responses on digital connectivity, e.g., mobile phone network or access to data/Wi-Fi services around the A96 corridor, 35% stated that they are *"very dissatisfied"* or *"dissatisfied"*, 29% selected *"neither satisfied/nor dissatisfied"* and 19% selected either *"very satisfied"* or *"satisfied"*. A further 17% of respondents selected *"don't know/not applicable"*.

In respect of the current available facilities for freight/HGVs, 41% selected either *"very dissatisfied"* or *"dissatisfied"*, 10% were *"neither satisfied/nor dissatisfied"*, and 2% selected either *"very satisfied"* or *"satisfied"*. The remaining 47% of respondents selected the *"don't know/not applicable"* option.

The next three sub-questions were related to integrated transport issues. In responses on integrated ticketing, 26% stated that they are *"very dissatisfied"* or *"dissatisfied"*, 27% selected *"neither satisfied/nor dissatisfied"*, and just 4% selected either *"very satisfied"* or *"satisfied"*. 43% of respondents selected *"don't know/not applicable"*.

The next sub-question asked about the integration of different methods of transport. 53% of respondents stated that they are either *"very dissatisfied"* or *"dissatisfied"*, with 24% selecting *"neither satisfied/nor dissatisfied"* and only 5% choosing options *"very satisfied"* or *"satisfied"*. 18% of respondents selected the *"don't know/not applicable"* answer.

The last sub-question asked about integration of land-use planning and transport. 27% of respondents selected *"very dissatisfied"* or *"dissatisfied"*, 32% chose *"neither satisfied/nor dissatisfied"* and 6% selected either *"very satisfied"* or *"satisfied"*. 36% of respondents selected *"don't know/not applicable"*.

7.9 Section 9: Problems and Opportunities

To understand the public's views about the problems on the A96 corridor, the feedback survey asked the following question: *"Of the issues you have identified or are dissatisfied with in the previous sections, which would you consider to be the three most important priorities for the A96 Corridor Review?"*. This question allowed respondents to list their top three priorities through open text.

Figure 28 shows the top 10 answers that respondents provided when asked to provide their top three priorities for the A96 corridor.

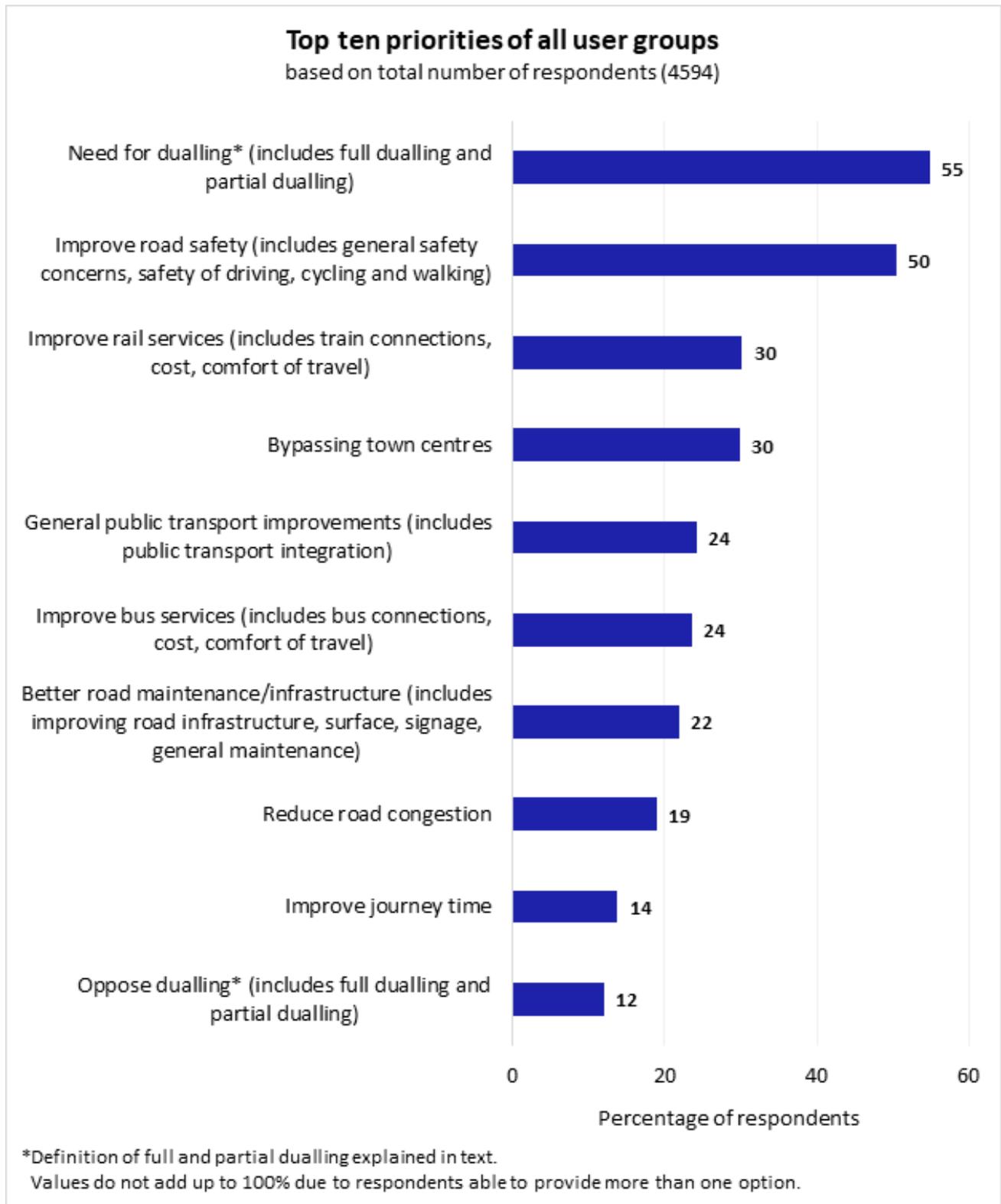


Figure 28: Bar chart showing the top ten priorities of all transport users

As shown in **Figure 28**, the most frequently raised priority for the A96 corridor was the need for full or partial dualling of the A96 trunk road, with 55% of respondents choosing this. Most respondents who chose this as their top priority did not detail any specific area for dualling

with a number of respondents specifying that the whole of the A96 trunk road should be dualled.

Several respondents noted that partial dualling of the A96 trunk road would be beneficial and specified named areas, including between Inverness and Nairn. These comments have all been included in the "*need for dualling*" priority.

It must be noted here that the dualling of Inverness to Nairn (including the Nairn Bypass), already has ministerial consent and is being taken forward separately from the A96 Corridor Review.

Closely following the full or partial dualling of the A96 trunk road, the next most frequently raised concern or priority was to improve road safety mentioned by 50% of respondents. This included general safety concerns, the safety of driving, safety of cycling and the safety of walking/wheeling infrastructure. Some respondents also stated that the A96 trunk road is currently unsafe. The majority of respondents stated that road safety for all modes of transport using the A96 trunk road needs to be improved.

Further main comments around road safety were related to the need to provide safe overtaking opportunities on the A96 trunk road due to the current lack of these. A number of respondents also highlighted that dangerous overtaking is an issue. Some respondents also suggested improvements should be made specifically for motorcyclists, and more 'crawler lanes' and lay-bys should be provided for slower moving traffic.

Safety concerns were also highlighted for cycling and cyclists on the corridor. Views expressed here detailed the lack of safe, separate cycling paths and the current need for these paths on the corridor.

Improvements to rail services were also raised as a key priority by 30% of respondents. This included cost, comfort of travel and train connections. The majority of comments stated that improved train connections were needed in local areas including all the main towns across the A96 corridor. Some respondents also stated that train connections are currently poor for towns along the route. Others mentioned a barrier to use was the cost of rail travel.

Respondents also raised the bypassing of town centres as one of their top priorities (30%) with some respondents expanding on this to suggest that congestion would also be reduced in town centres if they were bypassed.

Public transport in general, was raised by 24% of respondents as one of their top priorities. Most comments highlighted the need to improve public transport, with some stating that the current public transport is poor. These comments also related to providing more public transport opportunities and integrating public transport. Other comments included suggestions to provide public transport in rural areas and at weekends and to introduce park and ride facilities.

Improvements to bus services were considered a key priority for 24% of respondents. This included comfort of travel, cost of travel and connections or the integration of services. Most comments included suggestions to improve bus connections (in Inverness, Nairn, Elgin, Keith,

Huntly, Inverurie and Aberdeen) and highlighting bus connections that are currently poor (in Inverness, Nairn, Elgin, Keith, Huntly, Inverurie and, Aberdeen).

Better road maintenance/infrastructure was listed as the next priority, raised by 22% of respondents. Comments suggest improving junctions and roundabouts along the A96 trunk road, improvements to road surface, signage and general maintenance of the road.

Reducing road congestion was also mentioned by 19% as a key priority, the majority of whom stated that congestion on the road needs to be reduced. Other comments here also included issues relating to the high volume of slow-moving traffic, and the need for alternative routes for slow moving traffic.

Improving journey times was mentioned by 14% of respondents as a priority.

12% of respondents opposed any full dualling (along the length of the corridor, or from Nairn to Aberdeen) or partial dualling (Inverness to Nairn or any other partial dualling on the corridor).

A list of the top 22 themes identified as priorities raised by respondents can be found in **Appendix E**.

7.10 Section 10: Suggestions

To understand the public's suggestions about how to deal with the priorities they raised for the A96 corridor, the feedback survey asked the following question "*Please describe the transport-related options that you feel would best address the problems and opportunities you have listed and that you would wish to see considered by the A96 Corridor Review*". This question allowed respondents to give up to five suggestions through open text.

Figure 29 shows the top 10 answers that respondents provided when asked to provide their five suggestions for the A96 corridor.

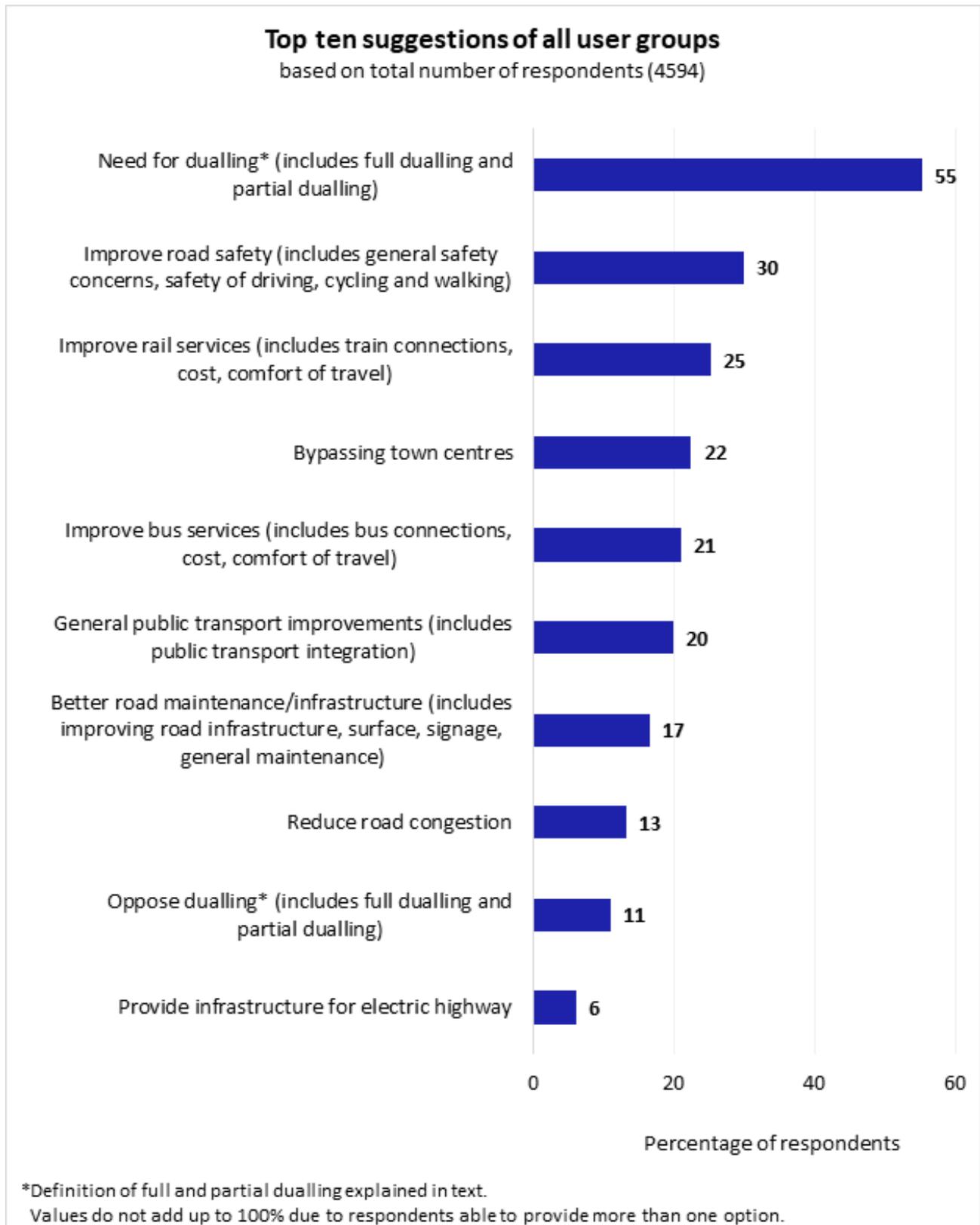


Figure 29: Bar chart showing the top ten suggestions of all transport users

The most common suggestion, put forward by 55% of respondents, was the need for full or partial dualling of the A96 trunk road. Whilst some respondents did not specify which section(s) of the route they wished to be dualled, many respondents indicated that the whole

of the A96 trunk road should be dualled. Some respondents noted that partial dualling of the A96 trunk road would be beneficial and specified named areas, including between Inverness and Nairn. These comments have all been included in the “*need for dualling*” priority.

It must be noted here that the dualling of Inverness to Nairn (including the Nairn Bypass), already has ministerial consent and is being taken forward separately from the A96 Corridor Review.

Respondents also suggested that dualling will help to improve road safety, journey times and traffic conditions on the road.

Improvements to road safety were raised by 30% of respondents as the second most frequently raised suggestion. This included general safety concerns, the safety of driving, the safety of cycling and the safety of walking/wheeling within the corridor. The majority of comments suggested that safe overtaking opportunities needed to be provided. Some respondents also suggested that entrances and exits onto the A96 trunk road should be improved, as should the safety of junctions. Other suggestions included providing more crawler lanes and lay-bys.

For walking and cycle safety, the suggestions related to the improvement of walking routes and links to cycle paths with the need to improve safety on the road for cyclists. Suggestions were also made to provide separated cycle paths in Inverness, Nairn, Forres, Elgin, Huntly and Aberdeen.

Better road safety was closely followed by suggestions on improving rail services, made by 25% of respondents. These suggestions included improving the cost, comfort of travel as well as improved train connections. Many of the comments were also related to improving train connections along the route, specifically in the areas of Inverness, Nairn, Forres, Elgin, Keith, Huntly, Inverurie and Aberdeen.

The next most common suggestion made by 22% of respondents was to bypass town centres, with respondents mentioning Nairn, Elgin and Keith as suitable places.

Suggestions to improve bus services including comfort of travel, ease of access for disabled users, cost of travel and connections were made by 21% of respondents. More specifically respondents mentioned a more reliable, cost-effective service with more direct routes. These included connections in Inverness, Nairn, Elgin, Keith, Huntly, Inverurie, Kintore and Aberdeen.

In general, suggestions for improvements to public transport including the integration of different forms of transport was mentioned by 20% of respondents. These suggestions included providing better public transport in rural areas and at weekends. Other suggestions mentioned introducing park and ride facilities, better integration of public transport as well as better links to airports.

Improving road maintenance and infrastructure was the next suggestion, raised by 17% of respondents. These included comments on resurfacing, better signage, including electronic signage, speed limits and maintenance of the road in general, as well as infrastructure improvements mostly on junctions.

A further 13% of respondents suggested that improvements to road congestion should be made. This was a general suggestion, with several respondents noting that reduced congestion could result in improved safety and reduced pollution in towns.

This was followed by 11% suggesting that they opposed dualling (full dualling of the route or some dualling from Nairn to Aberdeen) or partial dualling of the A96 road (Inverness to Nairn or any partial dualling on the corridor). Some respondents also suggested that more emphasis should be placed on carbon neutral schemes and the environment.

The tenth suggestion at 6% was providing infrastructure for electric cars, mostly electric vehicle charging points.

A table of the top 21 Suggestions can be found in the **Appendix F**.

7.11 Section 11: Changes in the Way You Travel

The feedback survey included six questions relating to changes in the way respondents travel. These questions were included to gain an understanding of how the travel choices of respondents have changed over the past two years, and possible changes with these travel choices in the future.

When asked *“how have your travel choices have changed over the past two years”*, the respondents put forward a wide range of reasons. 16% of respondents stated that they prefer to travel in a car. Some respondents (15%) stated that their travel choices have not changed over the past two years, while 14% of respondents stated that they use public transport less. Some respondents (12%) said that they now travel less in general, with 10% of respondents indicating issues using public transport as a reason why their travel choices had changed. A lower number of respondents (9%) indicated that they now use public transport more since the pandemic with 5% of respondents stating that they drive less.

Fewer respondents (4%) stated that they travelled less during the pandemic but are now travelling more again. Respondents (4%) stated that they use hybrid or electric vehicles when travelling along the A96 corridor, and 3% of respondents indicated that they walk and cycle more now than before. This can be seen in **Table 13**.

Table 13: Table showing how respondents' travel choices have changed in the past two years

No	Theme	Number of responses	Percentage
1	Prefer car travel	740	16
2	No change in travel	674	15
3	Use of public transport less	645	14
4	Generally travelling less	533	12
5	Issues limiting public transport use	457	10
6	Using public transport more	401	9
7	Driving less	243	5
8	Travel less during pandemic, travelling more now	191	4
9	Using electric and hybrid vehicles more	167	4
10	Increased use of walking/cycling	140	3
11	Travelling more	69	2
12	Environmental concerns	53	1
13	Travelling more locally	49	1

When asked what impact the change in travel choices has had, 30% of respondents stated "none", 17% of respondents stated "moderate", 15% stated "significant" and 11% stated "minimal". 27% of respondents did not answer the question. This can be seen in **Figure 30**.

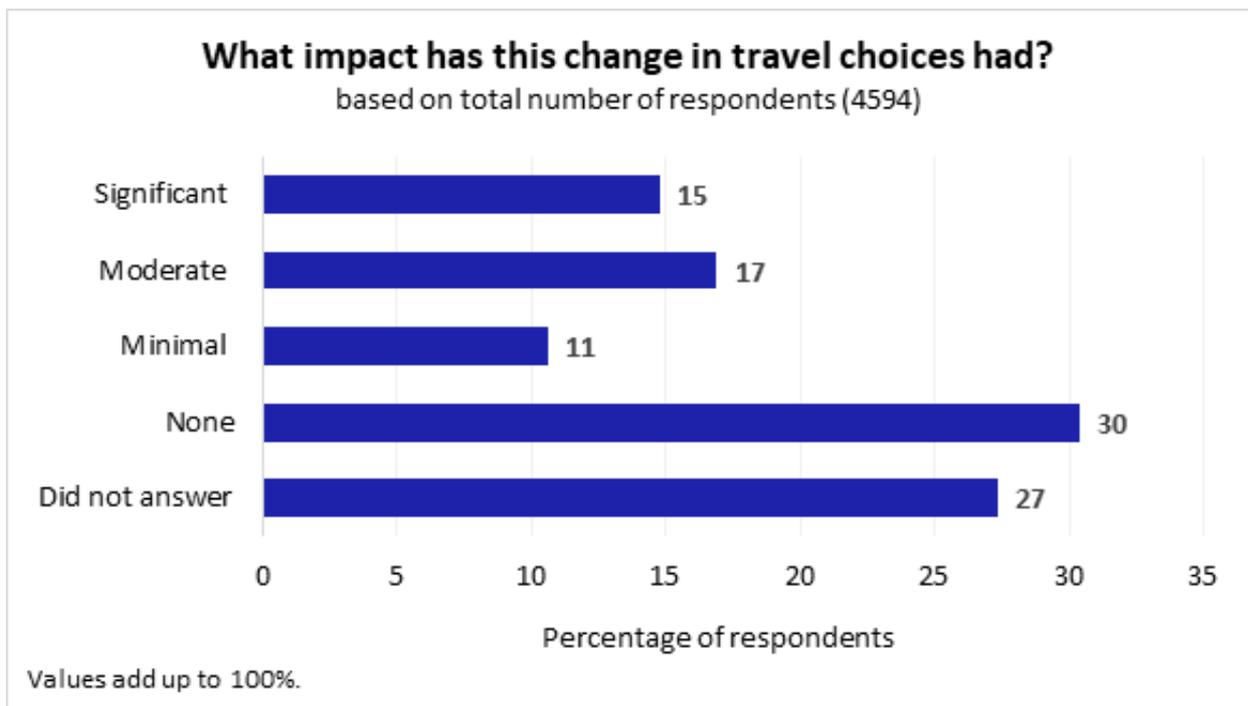


Figure 30: Bar chart showing how travel habits have changed

When asked why respondents' travel had changed, **Figure 31** shows that 23% selected "Covid-19", 10% selected the "impact of climate change or views on the climate emergency", and 13% selected "other" reasons. 54% of respondents did not answer the question.

Many respondents indicated that they chose "other" as both Covid-19 and the impact of climate change as well as their views on the climate emergency were reasons why their travel habits had changed. Many respondents also stated that they chose "other" as there had been no change in their travel choices. Other factors put forward as reasons for changed travel choices included age, change of job, fuel costs, the cost of living, work from home arrangements, relocating, health reasons, retirement, unreliable public transport and safety.

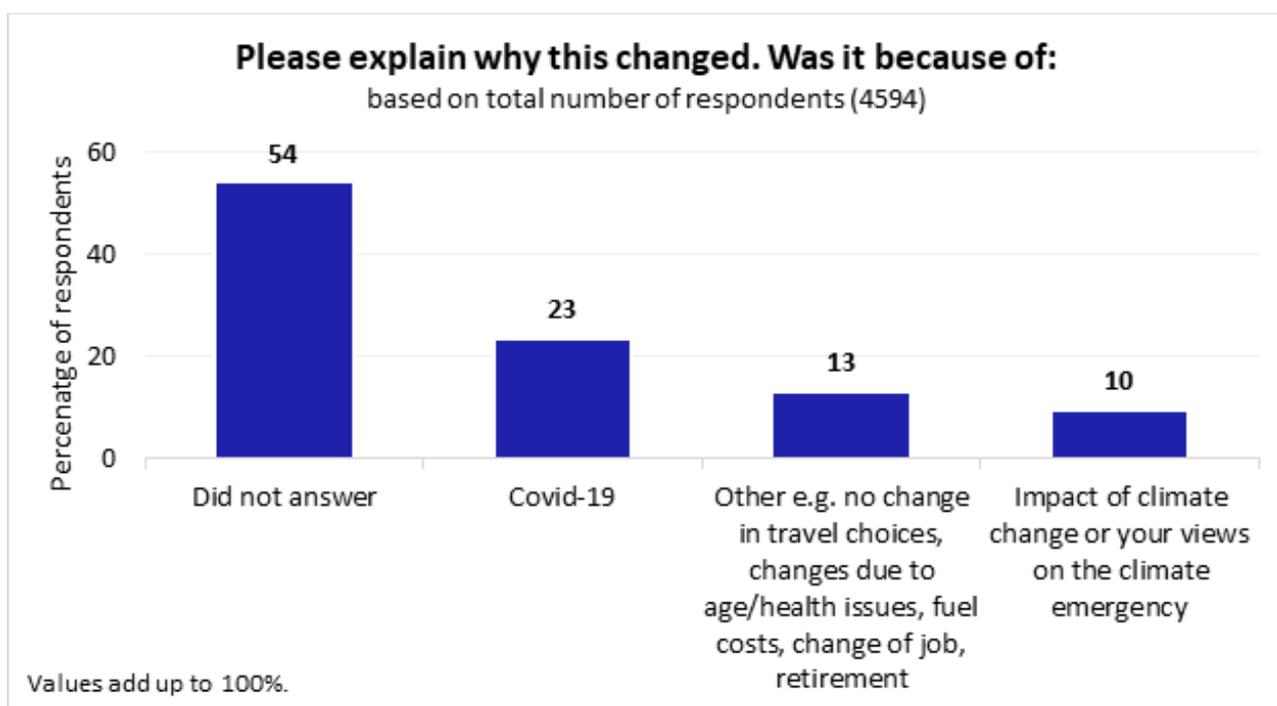


Figure 31: Bar chart showing why respondents' travel habits have changed

In relation to whether respondents expected their travel choices to change again post-Covid, **Figure 32** shows that 51% of respondents selected "no", 10% selected "yes - moderately", 9% selected "yes - minimally" and 4% selected "yes - significantly". 7% of respondents stated that they "don't know" and 18% did not answer the question.

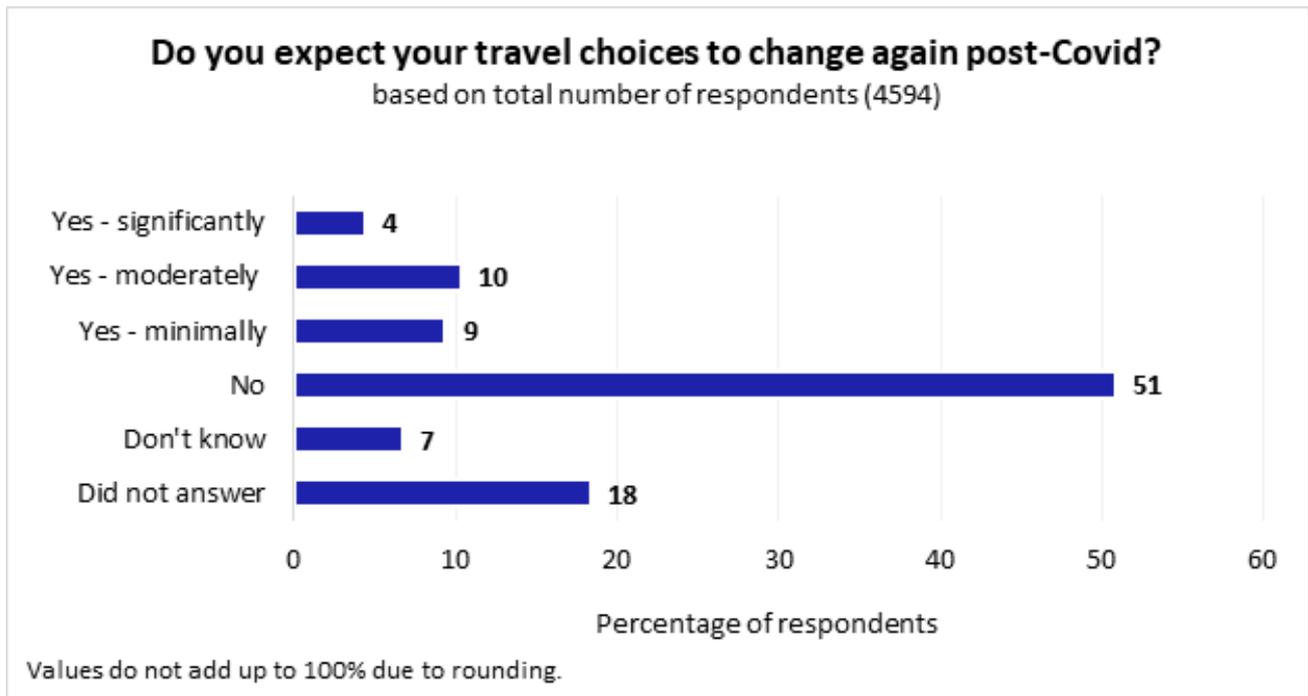


Figure 32: Bar chart showing if Covid-19 would change travel habits

Respondents that answered “yes” when asked whether they expect their travel choices to change in the future gave a range of reasons why.

The most common reasons were related to the reduction of the pandemic and relaxation of travel restrictions, with around 23% of respondents stating this. 20% of respondents indicated they expect their travel choices to change in the future due to issues related to public transport, and 11% of respondents suggested they are likely to be travelling more for leisure in the future. 11% of respondents stated that environmental concerns are a reason why their travel choices are expected to change, and 10% of respondents stated that the cost of travel is likely to influence their future travel. A chart of these figures can be seen in **Table 14**.

Just under 7% of respondents indicated that they expect their travel choices to change due to working from home, whilst 7% of respondents stated that more office work is a reason why their travel choices will change. 4% of respondents indicated that travelling more for social events is likely to be a reason for future travel changes. 4% of respondents stated that they expect their future travel choices to change through using hybrid or electric vehicles, with 4% of respondents stating that they expect their travel choices to change due to age and/or medical needs.

Table 14: Table showing why you expect your travel choices to change

No	Theme	Number of responses	Percentage
1	Decrease of pandemic	255	23
2	Issues related to public transport	223	20
3	Travelling more for leisure	125	11
4	Environmental concerns	122	11
5	Cost of travel	109	10
6	Working from home	77	7
7	More office work	72	7
8	Travelling more for social events	44	4
9	Using electric/hybrid vehicles	43	4
10	Travel changes due to age/medical needs	40	4
11	Issues related to car travel	28	3
12	Travelling less	25	2
13	Travelling more	25	2
14	Changes related to work	23	2
15	Travelling more for business	20	2

7.12 Any Further Comments

When asked to detail any additional problems, opportunities, suggestions or other views, respondents provided a range of answers. Just over 400 respondents provided feedback which has been analysed and the key themes identified:

- There were 100 comments in relation to public transport. These related to current problems with public transport, including the lack of public transport in rural areas (which enforce car travel due to lack of alternatives), the high cost of public transport, slow journey times, comfort of the travel and service infrequency. It was highlighted that these factors currently do not provide an incentive to use public transport, and that public transport should be improved so that it is the most desirable transport choice.
- 39 respondents suggested that dualling was needed to increase safety and reduce driver frustration as well as journey times. It was suggested by seven respondents that dualling would be beneficial to the environment due to reducing congestion. Others (12 respondents) suggested that dualling would improve the economy of the area. Six respondents also expressed annoyance that dualling has not yet started and urged for there to be no more delays.
- 35 respondents provided suggestions relating to active travel, including cycling provision. Respondents suggested that safer and segregated cycle routes are needed that link settlements along the corridor, as this will encourage people to cycle. It was also suggested that there needs to be secure bike storage and locking-up facilities

introduced in towns and villages along the route. Four respondents also highlighted the current problems with pre-booking bike storage on trains and indicated that more room for bikes on trains is needed to encourage the use of public transport.

- 32 respondents highlighted the need for connectivity and integration between different modes of transport along the corridor and the need for connectivity between different areas, towns, villages and settlements along the route.
- The need for improvements to the existing road network (such as resurfacing, better signage and maintenance of the road), was raised by 29 respondents.
- 23 respondents stated that dualling the whole route is not appropriate due to the current climate emergency and environmental impact, and that efforts should be focused on improving public transport and active travel links. It was also suggested that rather than dualling the whole route, short sections of dual carriageway or more crawler lanes should be introduced to provide more and safer overtaking opportunities, which would reduce driver frustration.
- 20 respondents stated there was a need for electric vehicle charging infrastructure to be improved.
- The need to introduce bypasses for Nairn, Elgin and Keith was highlighted by 18 respondents.
- 16 respondents stated that they feel northern Scotland does not have the same road and travel provisions as southern Scotland and the central belt. Concerns were raised that travel improvements will be focussed on the central belt with the North East not experiencing the benefits of these.
- Seven respondents also put forward for the implementation of more rest and service facilities along the corridor as a suggestion.
- Four respondents indicated that there is a need for improved parking facilities including park and ride.

7.13 Section 12: Environment and Local Information

The feedback survey included a question asking respondents: *“Any other characteristics in their area that the A96 Corridor Review Team should be aware of when considering options for improving travel along the A96 corridor”*.

This question was included to provide residents and users of the A96 corridor the opportunity to highlight the characteristics they felt should be considered by the A96 Corridor Review team.

As seen in **Figure 33**, 18% of respondents selected “environmental” and 10% selected “ecological”, with 15% selecting “cultural heritage” and 17% selecting “other”. 41% of respondents did not answer the question.

Respondents that chose “other” provided a range of additional characteristics. Many respondents stated that they chose “other” as they believe all three factors (environmental, ecological and cultural heritage) should be considered by the review team. The range of other characteristics suggested by respondents to be considered included economic benefits and the local economy, noise pollution and air quality, safety, journey times, traffic, public transport, tourism and business opportunities.

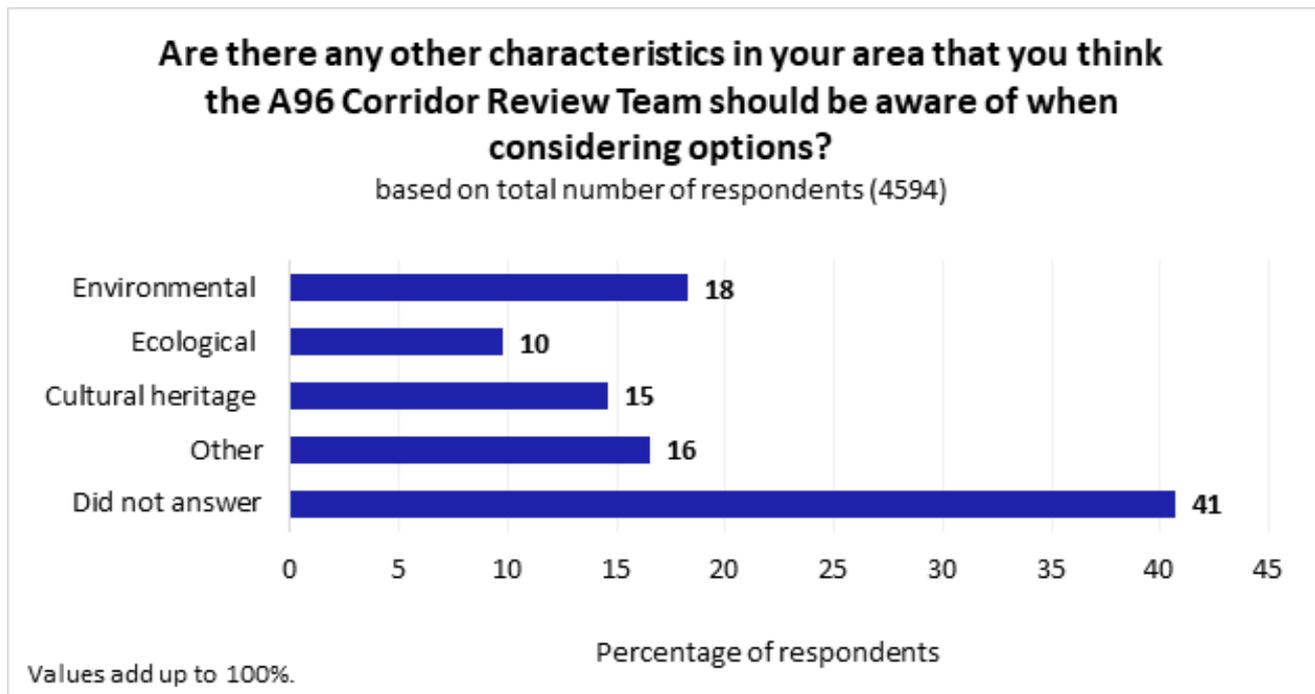


Figure 33: Bar chart indicating what respondents think the A96 review team should be aware of when considering options

7.14 Section 13: Further Questions About You

This section sought to capture details from the respondents to help the A96 Corridor Review team ensure that the A96 Corridor Review looks at removing barriers to equality in communities or within certain groups. This section was voluntary, and respondents did not have to answer any of the questions if they did not wish to do so. Due to the nature of the questions asked, these have not been included within the consultation report analysis.

8. Feedback on Story Map and Future Methods of Engagement

The consultation feedback survey included a question to gather respondents' feedback on the Story Map and other features of the consultation process (question 105). More than 200 respondents provided feedback related to the consultation and engagement methods, and a further 400 added other additional comments relating to the A96 corridor in general. Below are the key points which respondents raised in relation to the consultation:

- Respondents suggested that there needed to be greater promotion and publicity of the consultation, and how to access the consultation feedback survey. This included suggestions for promotion through local media (including radio), regular updates on social media, local face-to-face meetings, leaflets distributed to houses in the area and promoting the consultation via local organisations/groups.
- Feedback was provided relating to the consultation feedback survey specifically, mentioning the relevance and number of questions and the usage of 'plain English'.
- Respondents also highlighted the need for regular progress updates on the A96 Corridor Review, and suggested this could be via email, newsletter or the website.
- Some respondents also stated that they experienced problems with accessing the Story Map.
- Respondents also highlighted their appreciation and satisfaction with the Story Map and the consultation process in general.
- Of those respondents who provided feedback related to the A96 corridor in general, most were either expressing their support or in some cases objections regarding dualling of the road. Many respondents highlighted safety issues and the need for bypasses along the A96 corridor. Respondents also raised concern about the timescales for delivering the dualling of the A96 trunk road.

Appendix A. Story Map

The PDF included within Appendix A is the Story Map that was 'live' during the consultation period.

The current version of the [Story Map](#) is available online.

A96 Corridor Review

12 May 2022



Photo shows a roadside view of the hills surrounding the Huntly area of Aberdeenshire.



Jacobs

AECOM



Photo shows a roadside view of the A96 corridor in a rural area with vehicles travelling on the road.

Welcome

Welcome to our Story Map for the A96 Corridor Review

Some sections of this Story Map contain interactive maps which allow you to explore the location around the A96 corridor study area. Click the button below to view a helpful guide that explains how to navigate the maps.

[User Guide](#)

The purpose of our Story Map is to keep you informed with the progress of the A96 Corridor Review and allow you to feed-in to the review by completing consultation surveys. This Story Map will provide you with an overview of key details of the A96 Corridor Review, what it is looking at, and how you can input into the review.

Alongside the [A96 webpage](#) on the Transport Scotland website, this Story Map has been created to provide an outline of the progress and activities that will take place during the A96 Corridor Review.

The A96 Corridor Review is being carried out by design consultants Jacobs AECOM acting on behalf of Transport Scotland. Jacobs AECOM currently supports Transport Scotland undertaking the second Strategic Transport Projects Review (STPR2).

We welcome any feedback or suggestions you may have about the layout and content within the Story Map. There are also contact details for the review team if you want to get in touch with them. We hope that you find the information we are presenting here informative and that it gives you an understanding of the A96 Corridor Review and its work.



Photo shows a rural bus stop.

Introduction

The A96 is the trunk road linking the cities of Inverness and Aberdeen, beginning at Raigmore Interchange east of Inverness and ending at the Aberdeen Western Peripheral Route (AWPR) Craibstone Junction. The A96 connects several communities along the corridor including Nairn, Forres, Elgin, Fochabers, Keith, Huntly, Inverurie and Kintore.

In August 2021, the Scottish Government and Scottish Green Party Parliamentary Group agreed a [Cooperation Agreement](#) and a shared policy programme. As part of this shared policy programme, various agreed principles regarding investment in the transport network were set out. In relation to the A96, the Scottish Government committed to take forward a transport enhancements programme on the A96 corridor that will improve connectivity between surrounding towns, tackle congestion and address safety and environmental issues. This will include:

- dualling from Inverness to Nairn
- bypassing of Nairn, Keith, Elgin and Inverurie accompanied by measures to remove traffic from the by-passed town centres

- targeted road safety improvements where needed, for example between Fochabers and Huntly and Inverurie to Aberdeen
- the development of an A96 “Electric Highway”

Other commitments given in relation to the North East of Scotland included developing a programme of enhanced public transport improvements, which include:

- work to improve the resilience, reliability and efficiency of the Aberdeen to Inverness rail corridor, alongside our commitment to decarbonise the rail network, to make it more competitive to road and encourage modal shift for both passengers and freight
- working with Nestrans, Aberdeen City and Aberdeenshire Councils on the feasibility of a mass rapid transit system for the region, and also a rail link between Dyce and Ellon and further north to Peterhead and Fraserburgh
- reviewing the A96 corridor with a view to implementing appropriate bus priority measures

The Cooperation Agreement noted the current plan is to fully dual the A96 route between Inverness and Aberdeen.

The Cooperation Agreement also confirmed there would be a transparent, evidence-based review to include a climate compatibility assessment to assess direct and indirect impacts on the climate and the environment. The Cooperation Agreement noted that the review will report by the end of 2022.

The A96 Corridor Review will cover the transport corridor from Raigmore Interchange at Inverness to Craibstone Junction at Aberdeen. The review findings will be used to test our current plans for dualling **outwith** the Inverness to Nairn (including Nairn Bypass) scheme, which runs from Inverness to Hardmuir and already has Ministerial consent.

The review will take into account the higher reliance of car use in rural areas of the corridor when compared with urban centres. Reducing carbon emissions to net zero by 2045 is a key part of the Scottish Government’s policy to address the global climate emergency along with its policies to encourage the use of low emission vehicles in travel options.



Photo shows pedestrians crossing a road in Inverness.

A96 Corridor Review

Why is this review taking place?

The A96 Corridor Review is being undertaken following the [Cooperation Agreement](#) between the Scottish Government and Scottish Green Party Parliamentary Group.

What will the review cover?

The A96 Corridor Review will cover the transport corridor from Raigmore Interchange at Inverness to Craibstone Junction at Aberdeen.

The review will consider transport problems, such as road safety, and opportunities, such as encouraging the uptake of low emission vehicles within the A96 corridor. It will also look at the changing policy context and other key considerations, such as development and growth aims for the corridor and surrounding area. It will consider the impact of the global climate emergency and the Covid-19 pandemic on how people work and travel within the corridor.

Is the A96 Inverness to Nairn (including Nairn Bypass) Scheme included in the corridor review?

The A96 Inverness to Nairn (including Nairn Bypass) scheme is

separate from the wider A96 review process which is currently being undertaken.

The review findings will be used to test current plans for dualling **outwith** the A96 Inverness to Nairn (including Nairn Bypass) scheme which runs from Inverness to Hardmuir and already has Ministerial consent.

We will use the review to examine what other opportunities could be realised in the future in this transport corridor, including a particular focus on road safety and removing traffic from by-passed town centres.

How will you consult with the public as part of the A96 Corridor Review?

As we work through the A96 Corridor Review, we will engage with a broad range of stakeholders including community representatives, businesses and those living and working within the corridor. The feedback we receive will be an important aspect of our review process and will help to inform the outcome of the review. We welcome your views and encourage you to share these with us by the 10 June 2022.



Photo of Inverurie Town Hall during winter period.

Review Principles/Methodology

To understand the methodology for our A96 Corridor Review, it is helpful to consider the principles which underpin it. These principles are detailed within the second [National Transport Strategy \(NTS2\)](#).

Principles

NTS2 is the Scottish Government's transport strategy for change. It recognises the key role that transport has in reducing inequalities, delivering inclusive economic growth, improving our health and wellbeing, and tackling the climate emergency.

At the heart of NTS2 is the recognition that a step-change in people's behaviour is required and that attractive, affordable, accessible and sustainable travel options are needed to deliver this step-change.

Reducing carbon emissions to net zero by 2045 is a key part of the Scottish Government's policy to address the global climate emergency along with its policies to encourage the use of low emission vehicles. Achieving this will require significant changes to all our transport choices, as well as changes to the transport network and the options that influence people's decision making when undertaking a journey, both in rural and urban settings.

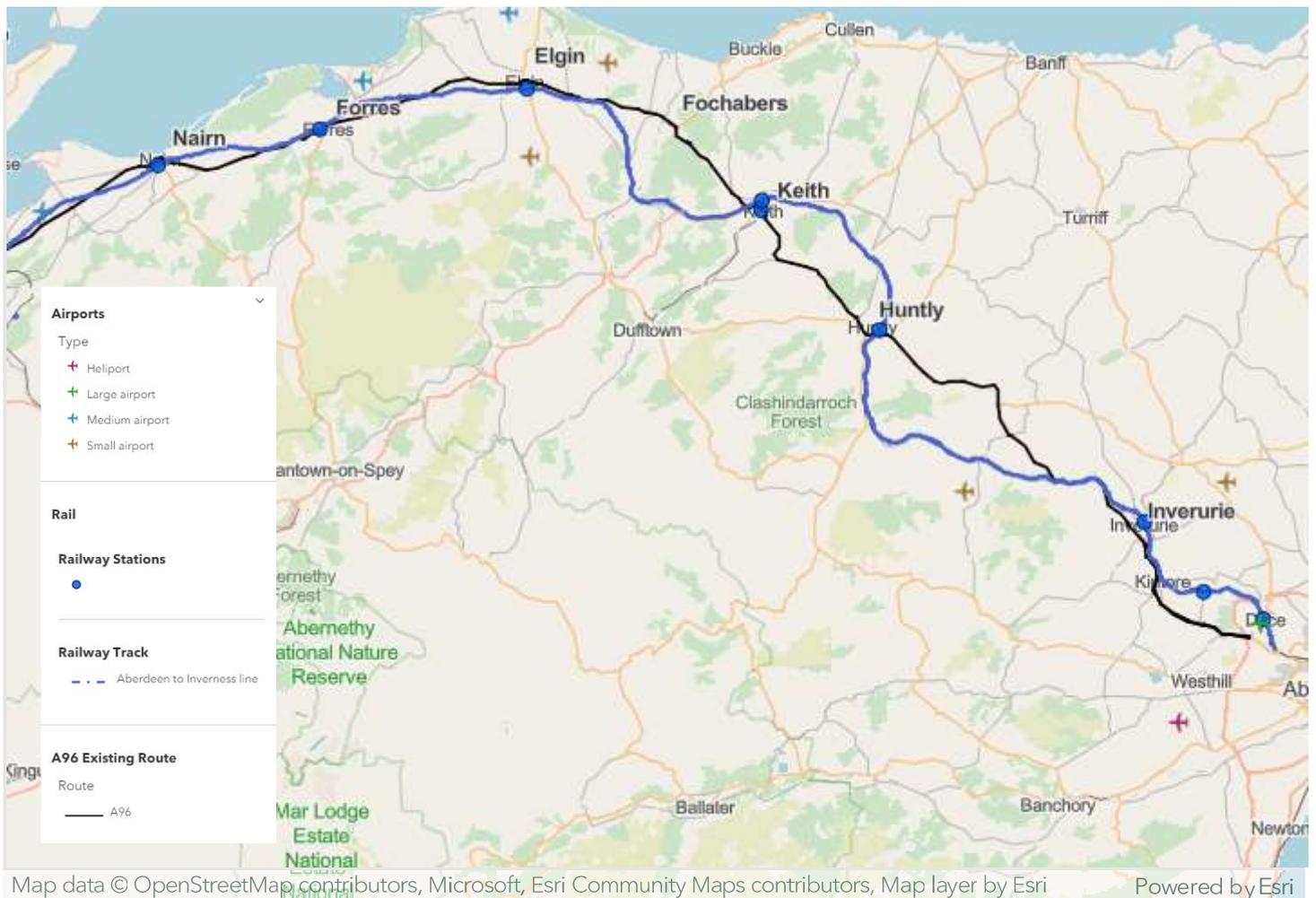
This is why the Scottish Government has committed to [reducing car kilometres by 20 per cent by 2030](#), and recently published the Route Map outlining the actions that will be taken to achieve this goal. The Route Map acknowledges that technological advances will not be enough to achieve this on their own.

The Scottish Government is also promoting the use of ultra-low emission vehicles (ULEVs) and aims to phase out the need for new petrol and diesel cars and vans by 2030 as set out in the [Update to the Climate Change Plan 2018-2032](#).

A core part of the delivery plan for NTS2 is the second [Strategic Transport Projects Review \(STPR2\)](#) which published the [STPR2 Summary Report](#) in January 2022 for consultation. The outcome from the STPR2 three-year review is to identify how and where changes to our transport networks can be made which will encourage people to do more:

- shorter trips to be made by walking, wheeling and cycling
- short to medium-length trips to be made by public transport
- longer trips to be made by public transport and low emission vehicles

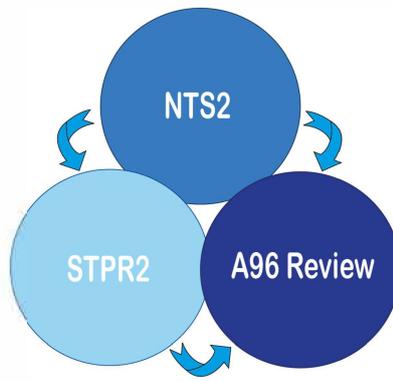
STPR2 will inform transport investment in Scotland for the next 20 years (2022-2042) by providing evidence-based recommendations on which Scottish Ministers can base future transport investment decisions. A public consultation on STPR2 was recently undertaken.



Map shows current A96 route from Inverness to Aberdeen. The railway line is shown along with key rail stations that are labelled: Inverness, Nairn, Forres, Elgin, Keith Town, Huntly, Inverurie and Kinaldie. Airports are also shown on the map.

Methodology

The A96 Corridor Review will use the Scottish Transport Appraisal Guidance (STAG), and this will bring the A96 Corridor Review in line with the methodology used in the recently published STPR2.



Graphic shows A96 Review interlinked with NTS2 and STPR2.

STAG provides a framework to identify and appraise transport interventions. The objective led process is designed to provide investment decision-makers with the information they need in a clear, structured format.

Consultation and feedback from members of the public and stakeholders is an essential element of the STAG process and aims to ensure that the interests of all stakeholders are considered in an inclusive, open, transparent, and appropriate manner.



Graphic shows the stages of STAG appraisal.

The STAG appraisal stages are:

Stage 1 - Initial Appraisal: Case for Change

During this stage, Jacobs AECOM, on behalf of Transport Scotland, will identify problems and opportunities along the route corridor, and develop Transport Planning Objectives. Public consultation and feedback received will play an important role in identifying existing problems and opportunities along the A96

corridor as well as helping to shape the interventions to deal with these.

Multi-modal interventions will be generated, assessed and if necessary sifted to create a long list of options.

Stages 2 and 3 - Preliminary Options Appraisal and Detailed Options Appraisal

The Preliminary Options Appraisal and Detailed Options Appraisal stages involve additional technical development and assessment of options against the Transport Planning Objectives and STAG criteria.

The appraisal of options or suggestions is undertaken against the following STAG criteria:

- Environment
- Climate Change
- Health, Safety and Wellbeing
- Economy
- Equality and Accessibility

The STAG appraisal will also look at how options or suggestions fit with current Scottish Government policy.



Photo shows cyclist on a cycle lane.

Active travel & public transport

We are committed to making the trunk road network safer and more accessible for all road users. We want to do all we can to encourage active travel (walking, wheeling, cycling and horse-riding) across all areas.

To help us achieve this goal, we will build on previous feedback received from earlier consultations along with the feedback we receive from this consultation. This will ensure the views of stakeholders including access groups and organisations which represent users of public transport and non-vehicle users, help inform the A96 Corridor Review as it progresses.





Photo shows Clashindarroch which is an 18 turbine wind farm located near Huntly.

Environmental aspects and climate change

Environment will be a key consideration of the A96 Review.

Detailed assessments will be undertaken, where required, to ensure that decision makers are able to consider all environmental impacts within the corridor.

We will carry out a Climate Compatibility Assessment which will assess the direct and indirect impacts on the climate and wider environment.

Climate change is one of the STAG criteria and includes a requirement to assess:

- the effects of each option on the Scottish Government's ability to meet Net Zero targets
- greenhouse gas emissions
- the vulnerability and the potential of each option to adapt to the effects of climate change

The need for a Strategic Environmental Assessment (SEA) and other statutory assessments such as a Habitats Regulations Appraisal and Programme Level Appropriate Assessment will be considered, and the assessments carried out as necessary. Environmental considerations will be an important part of the Initial Appraisal and Preliminary Options Appraisal stages, with the Initial Appraisal stage also informing Strategic Environmental Assessment Screening and Scoping, if a SEA is deemed to be required. Whilst a SEA would normally consider a desk-based assessment approach, any appropriate more detailed information from other corridor studies carried out previously or underway will also be used.

Latest news

You can find all the latest news of the A96 Corridor Review, including announcements in this section.

There is also a link to the Transport Scotland website news page which may be of interest.

- [Latest news](#)



Photo shows Inverurie train station.



A view over the River Spey in Moray, north east Scotland.

Consultation feedback survey

We are asking you to share your views via our consultation survey on the A96 Corridor Review.

This survey is an opportunity to provide your feedback on existing problems as well as opportunities across the full extent of the A96 corridor.

We want to hear your views about all modes of transport including active travel, rail and road. We want to find out how people use the different methods of transport available in the area.

We also want to know what transport-related suggestions, ideas or interventions that you feel would best address the problems and opportunities for the corridor and that you would wish to see considered by the A96 Corridor Review.

As part of the A96 Corridor Review, we are keen to know how you use the A96 corridor now and how you anticipate travelling in the future.

Finally, we want to find out about any changes to your travel behaviour or working patterns which may have come about as a result of the Covid-19 pandemic or changes you have made to your travel as a result of the climate change emergency.

The feedback we receive will build on previous engagement undertaken to inform improvements to the A96 corridor.

Feedback can be provided via a digital survey using the button below, a PDF version of the questionnaire can be downloaded from below and printed versions can be requested by emailing A96CorridorReview@jacobs.com,

Calling the stakeholder team on 07506 879562, or

By writing to Transport Scotland, Buchanan House, 58 Port Dundas Road, Glasgow, G4 0HF.

The consultation is now live and will close for responses on the 10 June 2022.

Your feedback is very important to us. All consultation responses we receive will inform the next stage of the A96 Corridor Review.

[Consultation feedback survey](#)

[PDF version of feedback survey](#)



Photo shows a group discussion

Engagement

Engagement on the A96 Corridor Review will include:

- Stakeholder engagement and public consultation on problems and opportunities as well as suggestions, ideas or interventions for the corridor
- Stakeholder engagement and public consultation on appraisal outcomes

All the feedback received will be published in consultation reports.

As part of the A96 Dualling Programme, a wide range of engagement and consultation has already been carried out on different sections of the A96 route. The substantial design and development work undertaken to date will be vital to inform the Review.

Contact us



Photo shows a receptionist using a phone.

Thank you for reading our Story Map about the A96 Corridor Review. We will continue to keep this updated as the A96 Corridor Review progresses.

If you have any questions or would like to get in touch with us to share your views please email the project team at:

A96CorridorReview@jacobs.com

Alternatively, you can call the stakeholder team on 07506 879562.

If you want to write to us instead, the address is:

A96 Corridor Review
Transport Scotland
Buchanan House
58 Port Dundas Road
Glasgow G4 0HF



Jacobs

AECOM

Transport Scotland

Jacobs-AECOM

Appendix B. Consultation Feedback Survey

A96 Corridor Review Feedback Survey

Welcome to the A96 Corridor Review feedback survey.

We are asking you to share your views via our consultation survey on the A96 Corridor Review.

This survey is your opportunity to provide your feedback on existing problems as well as opportunities across the full length of the A96 corridor as well as making any suggestions, ideas or interventions you may have to address any of your identified problems or opportunities. We want to hear your views about the current transport network and all modes of transport including active travel. We want to find out how people use the different methods of transport available to them in the area. As part of the A96 Corridor Review, we are keen to know how you use the A96 corridor now and how you anticipate travelling in the future. We also want to know about any changes to your travel behaviour which have happened as a result of the Covid-19 pandemic or changes you have made to your travel as a result of the global climate emergency.

The survey should take no longer than 30 minutes to complete, please take the time to answer all the questions. Your responses will be very helpful to the A96 Corridor Review Team. All responses will be anonymised in reporting.

The consultation is now live and will close for responses on 10 June 2022.

A PDF version of the questionnaire can be downloaded from the consultation feedback survey section within the story map and paper versions can be requested by emailing A96CorridorReview@jacobs.com (<mailto:A96CorridorReview@jacobs.com>), by calling 07506 879562 or by writing to Transport Scotland, Buchanan House, 58 Port Dundas Road, Glasgow, G4 0HF. Completed offline versions should be returned to the email or Transport Scotland address.

Your feedback is very important to us. All consultation responses we receive will inform the next stage of the A96 Corridor Review.

Privacy and Your Personal Information

This survey is being carried out by the A96 Corridor Review Consultant Team (Jacobs AECOM) on behalf of Transport Scotland. The survey is being carried out under the Market Research Society (MRS) Code of Conduct and in line with the General Data Protection Regulation (GDPR) guidelines. Your data will be aggregated so you will not be identified in the reporting of the survey findings and the information gathered will be used to inform the work of the A96 Corridor Review Team.

To find out why Transport Scotland collect personal information and how it is used, please see www.transport.gov.scot/privacy-policy (<http://www.transport.gov.scot/privacy-policy>).

Further information about data privacy and your rights under the GDPR can be found at the Information Commissioner's Office (ICO) website (data protection regulator) ico.org.uk/your-data-matters/ (<http://ico.org.uk/your-data-matters/>).

Many thanks for taking part in this survey.

About You

These questions help us to understand who is responding to the consultation survey. We want to hear from a broad range of the people, businesses and organisations who use the A96 corridor so that we can understand how views of the A96 corridor differ.

1. Please provide the first part (3 or 4 characters) of your home or business postcode. This will help us understand your comments in relation to the review.

2. Please indicate if you are responding as:

- An individual
- On behalf of a business or organisation (including landowners, community councils and interest groups)

3. Please tell us your age.

- Under 16
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+
- Prefer not to say

4. What is the name of your organisation?

5. What is your role in the organisation?

6. How were the views of those you represent gathered for your organisation?

7. Were you aware of the A96 Corridor Review extent prior to this consultation?

- Yes
- No
- Don't know

Travelling and Transport on the A96 corridor

This section helps us to understand how the different ways in which people use the A96 corridor influences the views they have of the travel corridor.

8. On average, how often do you use the A96 corridor?

- Daily
- More than once a week
- Weekly
- Fortnightly
- Monthly
- Bi-monthly
- Once or twice a year
- Less than once a year
- Don't know/not applicable

9. Following on from the previous question, how often does this include travel on the A96 trunk road?

- Daily
- More than once a week
- Weekly
- Fortnightly
- Monthly
- Bi-monthly
- Once or twice a year
- Less than once a year
- Don't know/not applicable

10. Are your journeys within the A96 corridor mainly: (Select all that apply)

- Very local journeys (10-15 minutes)
- Short journeys between towns (20-30 minutes)
- Longer journeys (around/over one hour)
- The full length of the A96 corridor (2 to 3 hours)
- Journeys across the A96 corridor

11. What is the main/typical purpose of your journey(s) within the A96 corridor? (Select all that apply)

- Business/commuting
- Haulage/deliveries
- Providing a service
- Leisure
- Tourism
- Domestic (e.g school, shopping)

Other

12. How do you travel within the A96 corridor? (Select all that apply)

- Car
- Car share
- Car and caravan/trailer
- Walking
- Wheeling
- Cycling
- Horse-riding
- Bus/coach
- Train
- Motorbike
- Van/minibus
- Lorry/HGV
- Community transport

Other

13. Do you drive or have access to a car?

- Yes
- No

14. Do you drive or have use of: (Select all that apply)

Electric vehicle

Hybrid vehicle

Petrol vehicle

Diesel vehicle

Other

15. Do you use public transport within the A96 corridor? If so, how often do you use it?

Daily

More than once a week

Weekly

Fortnightly

Monthly

Bi-monthly

Less than 6 times a year

Once or twice a year

Less than once a year

Don't know

I don't use public transport

16. What is the main/typical purpose of your journey on public transport? (Select all that apply)

Business/commuting

Leisure

Tourism

Domestic (e.g school, shopping)

Other

Road Network

This section asks your opinions about the road network within the A96 corridor. We want to hear your views, even if you don't use the road network, as it will help us understand how we can improve the network for everyone.

Keeping in mind the focus of the A96 Corridor Review, how satisfied are you with the following features of the road network in your area?

17. Level of traffic congestion?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

18. Length of journey times?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

19. Road safety?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

20. Road maintenance?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

21. Safe overtaking opportunities?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

22. Reliability of journey times?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

23. Network resilience (e.g. availability of suitable diversionary routes)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

24. Location of electric vehicle charging points?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

25. Provision of information (e.g. roadside electronic sign with incident or travel time information)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

26. Refreshment or break facilities?

- Very satisfied
- Satisfied
- Neither satisfied/nor satisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

27. Availability of park and ride facilities?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

28. In your opinion, how safe do you feel when travelling on the A96 road network?

- Very safe
- Somewhat safe
- Neither safe nor unsafe
- Somewhat unsafe
- Very unsafe

29. Please detail any road safety concerns you have in regards to the A96 road network.

30. Please detail any road safety suggestions you may have that would address the safety concerns identified.

Bus Network

This section asks your opinions about the bus network within the A96 corridor. We want to hear your views, even if you don't use the bus network, as it will help us to understand how we improve services for everyone and encourage more people to use bus services.

Keeping in mind the focus of the A96 Corridor Review, how satisfied are you with the following features of the bus network in your area?

31. Accessibility to key services such as sites of employment, healthcare and education by bus?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

32. Frequency of bus services?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

33. Reliability of bus services?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

34. Access to the nearest bus stop?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

35. Personal security on-board the bus?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

36. Personal security at bus stops?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

37. Journey time reliability?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

38. Quality of buses (e.g. on-board comfort, wi-fi, etc)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

39. Physical accessibility of buses (e.g. for those with reduced mobility or for those travelling with pushchairs)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

40. Available space/capacity on buses?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

41. Cost of bus travel?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

42. Ticketing (e.g. range of ticket types and payment methods, availability of integrated tickets)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

43. Availability and reliability of information (e.g. timetables, online journey planners, real-time displays)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

44. Journey time relative to car/van?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

45. Journey time in comparison to other modes of public transport?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

46. Do you use or are aware of the free bus travel scheme?

- Yes
- No

47. How important are free bus schemes to you?

- Very important
- Important
- Not important
- Don't know

48. If you don't use the bus network within the A96 corridor what would make you use it more?

- Increased frequency
- Cheaper journeys
- More direct routes
- Better interlinking bus routes between communities
- More stops
- Less stops
- Better integrated transport (e.g train links with buses)
- Faster/quicker journeys
- More reliable journeys
- More capacity

Other

Walking and Wheeling

This section asks your opinions about walking and wheeling within the A96 corridor. This does not include cycling, which is covered in the next section. We want to hear your views, even if you don't use these methods, as it will help us to understand how we improve facilities for everyone and encourage more people to walk or wheel within the A96 corridor.

Keeping in mind the focus of the A96 Corridor Review, how satisfied are you with the following walking/wheeling features in your area.

49. Availability of safe walking/wheeling infrastructure (e.g. footpaths)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

50. Availability of accessible walking/wheeling infrastructure?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

51. Availability of attractive walking/wheeling infrastructure?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

52. Accessibility to key services such as sites of employment, healthcare and education by walking/ wheeling?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

53. Ability to walk/wheel safely?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

54. Walking/wheeling routes?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

55. Information of walking/wheeling routes (e.g. map boards or route plans)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

56. If you don't walk or wheel within the A96 corridor what would make you use it more?

- More direct routes
- Better interlinking routes between communities
- More long-distance routes
- Better maintenance of facilities/routes
- Safer facilities
- Better facilities for families
- Better public facilities (e.g public toilets)
- Better links to other modes of transport (e.g to train links or bus links)
- Better links to schools or education facilities
- Better accessibility for disabled users
- Different or a wider use of services
- More information about walking/wheeling facilities
- More information about walking/wheeling route

Other

Cycling Network

This section asks your opinions about the cycling network within the A96 corridor. We want to hear your views, even if you don't cycle, as they will help us understand how we can improve facilities for everyone and encourage more people to cycle.

Keeping in mind the focus of the A96 Corridor Review, how satisfied are you with the following features of the cycling network in your area?

57. Availability of cycling infrastructure (e.g. cycleways)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

58. Bikes, e-bikes/scooters hire?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

59. Ability to take bikes on public transport?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

60. Ability to cycle safely?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

61. Cycling routes and accessibility to cycling routes?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

62. Information on cycling routes (e.g. map boards and route plans)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

63. If you don't cycle or use cycle facilities within the A96 corridor what would make you use it more? (Select all that apply)

- More information about cycling facilities or routes
- More direct routes
- Better interlinking routes between communities
- More long-distance routes
- Better maintenance of facilities/routes
- Safer facilities
- Better facilities for families
- Better links to other transport modes (i.e to train links or bus links)
- Better links to schools or education facilities
- Different or a wider use of surfaces

Other

Rail Network

This section asks your opinions about the rail network within the A96 corridor. We want to hear your views, even if you don't use the rail network, as they will help us understand how we can improve facilities for everyone and encourage more people to travel by train.

Keeping in mind the focus of the A96 Corridor Review, how satisfied are you with the following features of the rail network in your area?

64. Accessibility to key services such as sites of employment, healthcare and education by rail?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

65. Frequency of train services?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

66. Reliability of train services?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

67. Available space/capacity on trains?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

68. Journey time reliability (e.g. does the service arrive on time)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

69. Personal security on-board trains?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

70. Personal security at train stations?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

71. Quality of trains (e.g. on-board comfort, wi-fi, etc)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

72. Physical accessibility of trains (e.g. for those with reduced mobility or traveling with pushchairs)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

73. Cost of travel?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

74. Access to nearest station?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

75. Ticketing (e.g. range of ticket types and payments, availability of integrated tickets etc)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

76. Availability and reliability of information (e.g. timetables, online journey planners, real-time displays, etc)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

77. Journey time in comparison to car/van?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

78. Journey time relative to other public transport?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

79. If you don't use public transport within the A96 corridor what would make you use it more?

- Increased frequency
- Cheaper journeys
- More direct routes
- Better interlinking bus routes between communities
- More stops
- Less stops
- Better integrated transport (e.g train links with buses)
- Faster/quicker journeys
- More reliable journeys
- More capacity
- Better parking facilities
- Better Electric Vehicle charging points at parking facilities
-

Other

Wider Transport Issues

This section asks your opinions about wider transport issues along the A96 corridor.

Keeping in mind the focus of the A96 Corridor Review, how satisfied are you with the following wider transport issues in your area?

80. Connectivity to locations within the A96 corridor?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

81. Connectivity to other parts of Scotland?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

82. Integration between different methods of transport (e.g. walking, wheeling, cycling, bus, rail, car, air)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

83. Facilities for freight/HGVs?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

84. Resilience/adaptability of transport infrastructure to the effects of climate change (e.g. extreme weather events)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

85. Air quality?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

86. The integration of land-use planning and transport?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

87. Availability and quality of journey planning information?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

88. Integrated ticketing?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

89. Digital connectivity (e.g. mobile phone network or access to data/Wi-Fi services around the A96 corridor)?

- Very satisfied
- Satisfied
- Neither satisfied/nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know/not applicable

Problems & Opportunities

Of the issues you have identified or are dissatisfied so far, which would you consider to be the three most important priorities for the A96 Corridor Review?

90. First priority?

91. Second priority?

92. Third priority?

Your Suggested Options

Please describe the transport-related options that you feel would best address the problems and opportunities you have listed and that you would wish to see considered by the A96 Corridor Review (list up to 5).

93. Suggestion 1:

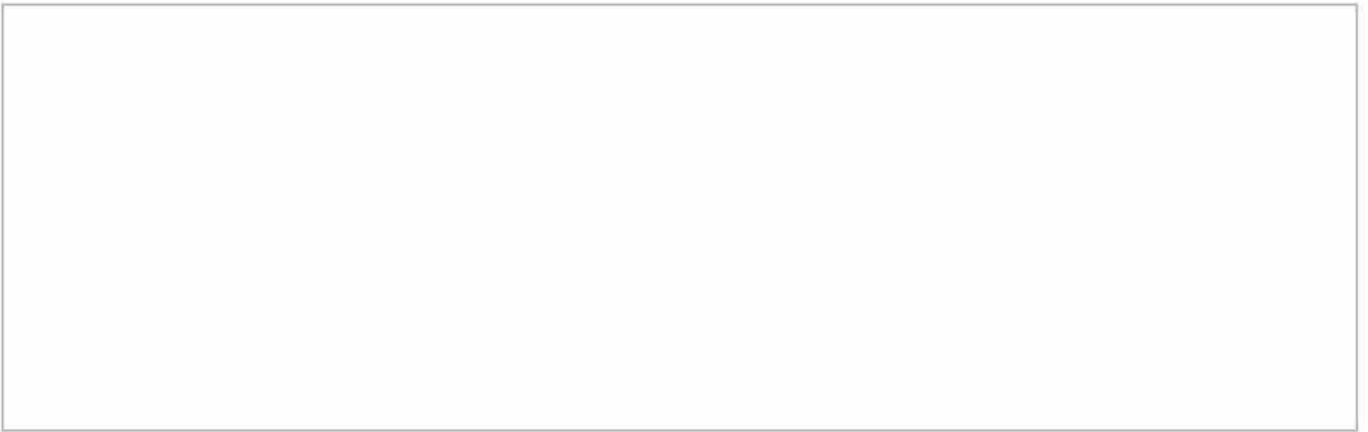
94. Suggestion 2:

95. Suggestion 3:

96. Suggestion 4:



97. Suggestion 5:



Changing The Way You Travel

98. If your travel choices have changed in any way over the last 2 years (e.g. because of Covid-19 restrictions or because of your views on climate change and its impact), please tell us how they have changed.

99. What impact has this change in choices had?

- Significant
- Moderate
- Minimal
- None

100. Please explain why this changed. Was it because of:

- Covid-19
- Impact of climate change or your views on the climate emergency

-

Other

101. Do you expect your travel choices to change again post-Covid?

- Yes - significantly
- Yes - moderately
- Yes - minimally
- No
- Don't know

102. Please explain why you expect your travel to change?

103. Please detail any additional problems, opportunities, suggestions or other views here.

Environment and Local Information

104. As well as the environmental survey data already collated, are there any other characteristics in your area that you think the A96 Corridor Review Team should be aware of when considering options for improving travel along the A96 corridor?

Environmental

Ecological

Cultural heritage

Other

105. If you have any feedback on the Story Map, or suggestions for future updates or methods of engagement, please provide these in the box below.

Further Questions About You

The following questions are voluntary, and it is entirely up to the respondent if they wish to answer. These questions provide information to help us to ensure that the A96 Corridor Review looks at removing barriers to equality in communities or within certain groups.

106. [FOR RESPONDENTS OVER 16] What is your sex? If you are one or more of non-binary, transgender, have variations of sex characteristics, the answer you give can be different from what is on your birth certificate.

- Male
- Female
- Non-binary
- Prefer not to say

107. [FOR RESPONDENTS OVER 16] Which of the following best describes your sexual orientation?

- Straight/heterosexual
- Gay or lesbian
- Bisexual
- Prefer not to say

Other

108. [FOR RESPONDENTS OVER 16] Do you consider yourself to be transgender or have a transgender history?

- Yes
- No
- Prefer not to say

109. Which of the following best describes your ethnic background?

- White
- Mixed or multiple ethnic backgrounds
- Asian, Scottish Asian or British Asian
- African, Scottish African or British African
- Caribbean or Black
- Other ethnic background
- Prefer not to say

110. If you answered White, which best describes you?

- Scottish
- Other British
- Irish
- Polish
- Gypsy/Traveller
- Roma
- Showman/Show-woman
- Prefer not to say



Other

111. If you answered Asian, Scottish Asian or British Asian, which best describes you?

- Chinese, Scottish Chinese or British Chinese
- Pakistani, Scottish Pakistani or British Pakistani
- Bangladeshi, Scottish Bangladeshi or British Bangladeshi
- Indian, Scottish Indian or British Indian
- Prefer not to say

Other

112. If you answered other ethnic group, which best describes you?

- Arab
- Prefer not to say

Other

113. Do you have any of the following which have lasted, or are expected to last, at least 12 months? (Select all that apply)

- Deafness or partial hearing loss
 - Blindness or partial sight loss
 - Full or partial loss of voice or difficulty speaking (a condition that requires you to use equipment to speak)
 - Learning disability (a condition that you have had since childhood that affects the way you learn, understand information and communicate)
 - Learning difficulty (a specific learning condition)
 - Development disorder (a condition that you have had since childhood which affects motor, cognitive, social and emotional skills, and speech and language)
 - Physical disability (a condition that substantially limits one or more basic physical activities such as walking, climbing stairs, lifting or carrying)
 - Mental health condition (a condition that affects your emotional, physical and mental wellbeing)
 - Long-term illness, disease or condition (a condition, not listed above, that you may have for life, which may be managed with treatment or medication)
 - No condition
 - Prefer not to say
 -
- Other

114. What religious denomination or body do you belong to?

Church of Scotland

Roman Catholic

Other Christian

Muslim

Hindu

Buddhist

Sikh

Jewish

Pagan

None

Prefer not to say

Other

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

Appendix C. Publicity Material

Print Media Advertisement

Public asked for views on future plans for the A96 corridor between Inverness and Aberdeen.



TRANSPORT SCOTLAND
CÒMHAIL ALBA

An online consultation is asking the public for their views on existing problems along the A96 corridor and what opportunities could be realised in the future.

We also want to know how the A96 corridor is used, particularly now given the changes to everyone's lives due to Covid-19, and if views on the climate change emergency have made a difference to travel on the A96 corridor.

The consultation will inform the transparent, evidence-based review of the A96 Dualling Programme announced last year.

This initial consultation is in the form of a digital survey supported by an online Story Map.

More details of the A96 Corridor Review, the survey and Story Map can be found at:
transport.gov.scot/A96CorridorReview

The closing date for consultation feedback is **Friday 10 June 2022.**

To request hard copies of the consultation material, if for example you have no access to the online version, please contact the project team at 07506 879562.

Figure 34: Print media advertisement for A96 Corridor Review

Digital Media Advertisement

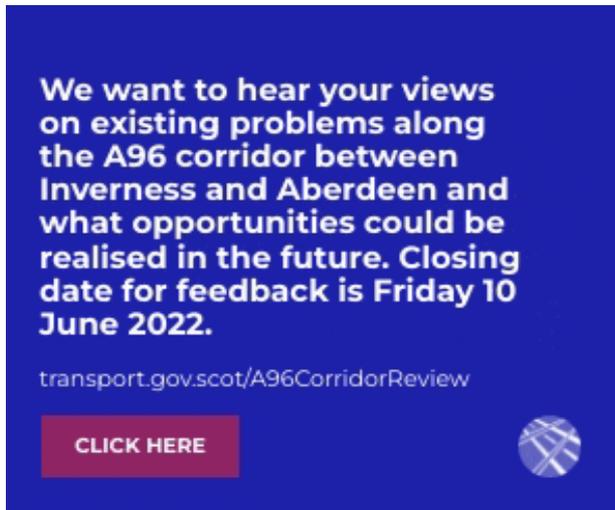


Figure 35: Digital press advertisement for the A96 Corridor Review

Information Poster

A96 Corridor Review

Public asked for views on future plans for the A96 between Inverness and Aberdeen



An online consultation is asking the public for their views on existing problems along the A96 Corridor and what opportunities could be realised in the future.

We also want to know how the A96 Corridor is used, particularly now given the changes to everyone's lives due to Covid-19, and if views on the climate change emergency have made a difference to travel on the A96 Corridor.

The consultation will inform the transparent, evidence-based review of the A96 Dualling Programme announced last year as part of the Bute House Agreement.

This initial consultation is in the form of a digital survey supported by an online Story Map.

The consultation is taking place between **Thursday 12 May** and **Friday 10 June**.

More details of the A96 Corridor Review, the survey and Story Map can be found at:

transport.gov.scot/A96CorridorReview

Figure 36: Information poster asking for views on future plans for the A96 corridor

Transport Scotland Press Release

A96 consultation begins



An online consultation starting today (12 May) is seeking views on existing issues along the A96 corridor, and the kind of opportunities that could be realised in the future.

Transport Scotland is seeking a better understanding of how the A96 corridor is used, particularly given the changes to everyone's lives due to Covid-19 pandemic, and the extent to which the climate emergency makes a difference to how people travel on the A96 in the future.

This initial consultation is in the form of a digital survey supported by an online Story Map. Full details of review, the survey and Story Map can be found on the Transport Scotland website: [A96 Corridor Review](#)

Transport Minister Jenny Gilruth said:

“We remain committed to delivering improvements along the A96 corridor. The current plan is to fully dual the route between Inverness and Aberdeen. However, we have agreed to conduct a transparent, evidence-based review of the A96 Dualling Programme including a climate compatibility assessment. That is sensible good governance for major investment of that level.”

“This public consultation starting today is an essential part of our review of the A96.

“The views of residents, stakeholders and businesses will help us to consider the impact of the climate emergency, Covid-19 and other changes to travel patterns when planning improvements to journeys along the route.

“We want to hear from communities and stakeholders throughout the A96 corridor so that we can take this into account alongside other technical reports when identifying options for improvements on the route. I’d like to encourage people with an interest to take part.”

Transport Scotland Social Media Reels

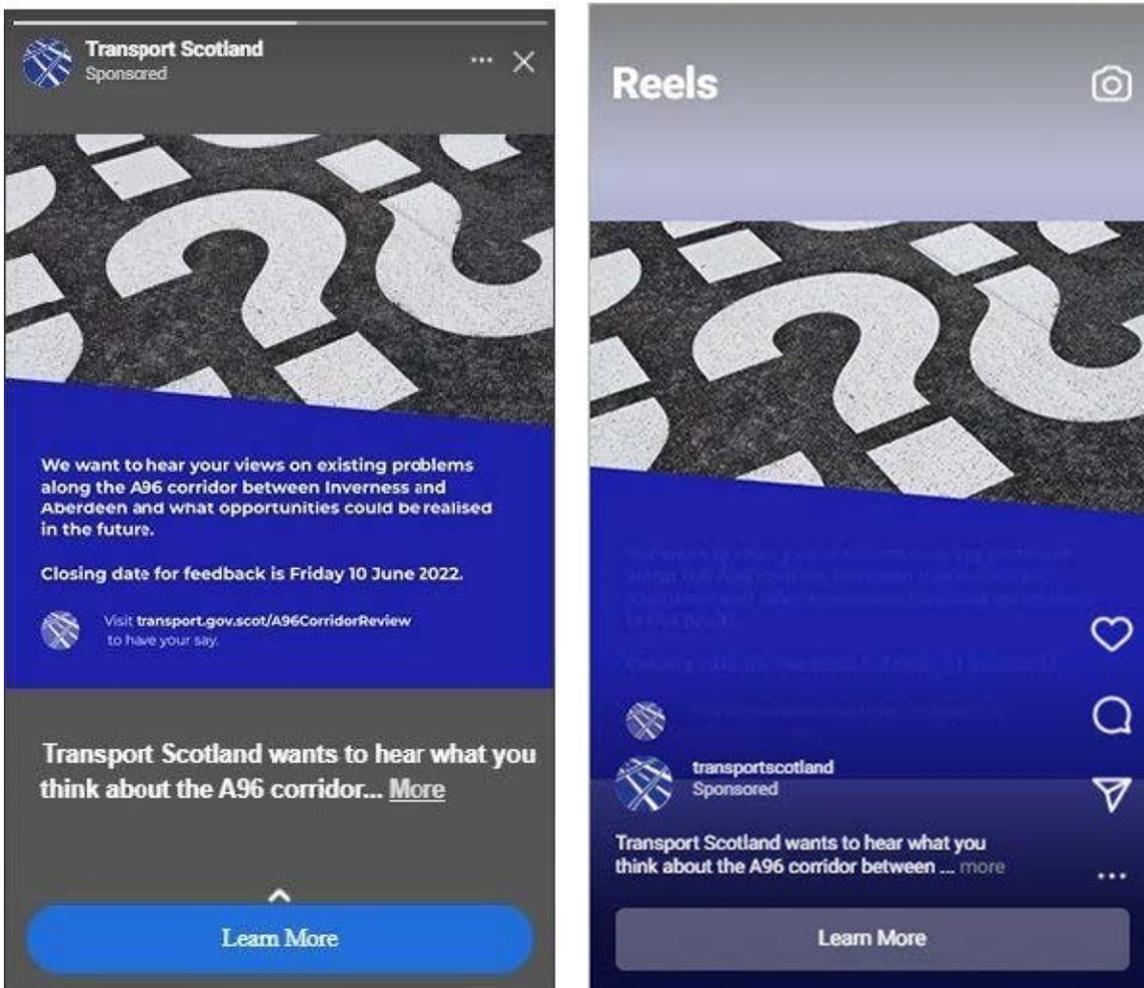


Figure 37: Social media reels

Appendix D. Launch Correspondence

A96 Corridor Review
Major Projects

Buchanan House, 58 Port Dundas Road, Glasgow
G4 0HF



Address: [Insert Address]

Date: [Insert Date]

Dear [Insert name],

We are getting in touch to let you know that Jacobs AECOM have been appointed as consultants to assist Transport Scotland in carrying out a review of the A96 corridor.

As part of this corridor review, we would welcome the opportunity to understand the views of [Organisation] as to how the corridor can be enhanced to serve the needs of communities today and in the future.

As you know, the A96 is a route of regional strategic importance connecting Aberdeen to Inverness via several communities in North East Scotland.

In August 2021, the Scottish Government and Scottish Green Party Parliamentary Group agreed a Cooperation Agreement and shared policy programme. The shared policy programme set out various agreed principles regarding investment in the transport network. In relation to the A96, the Agreement commits to:

- Taking forward a transport enhancements programme on the A96 corridor that improves connectivity between surrounding towns, tackles congestion and addresses safety and environmental issues. This will include:
 - dualling from Inverness to Nairn
 - bypassing of Nairn, Keith, Elgin and Inverurie accompanied by measures to remove through traffic from the by-passed town centres
 - targeted road safety improvements where needed, for example between Fochabers and Huntly and Inverurie to Aberdeen
 - the development of an A96 “Electric Highway”

Other commitments given in relation to the North East of Scotland included developing a programme of enhanced public transport improvements, which will include:

**A96 Corridor Review
Major Projects**

Buchanan House, 58 Port Dundas Road, Glasgow
G4 0HF



- work to improve the resilience, reliability and efficiency of the Aberdeen to Inverness rail corridor, alongside the commitment to decarbonise the rail network, to make it more competitive to road and encourage modal shift for both passengers and freight
- working with Nestrans, Aberdeen City and Aberdeenshire Councils on the feasibility of a mass rapid transit system for the region, and also a rail link between Dyce and Ellon and further north to Peterhead and Fraserburgh
- reviewing the A96 corridor with a view to implementing appropriate bus priority measures

To inform the review, we will be undertaking a consultation exercise to gather key information about the corridor. This will include feedback from the public and key stakeholders on the problems, opportunities and suggestions along the A96 corridor. This feedback will be collected via an online consultation survey. Accompanying our survey will be an online interactive Story Map which will provide more detail about the review. The Story Map and survey will be published at the start of the consultation period.

As part of the review, we will also work with the public and key stakeholders to understand how the transport system is currently used and to identify problems, opportunities and suggestions to inform specific objectives for the A96 corridor. The identified problems, opportunities and suggestions will go on to inform the development of options for the A96 corridor and then be appraised through a transparent, evidence-based review following Scottish Transport Appraisal Guidance.

We appreciate a wide range of engagement and consultation has been carried out on the A96 in recent years. This consultation exercise will build on the previous engagement undertaken and seek to identify how travel patterns have changed due to Covid-19 or the climate emergency and ascertain views on the current problems and opportunities connected to the route in light of these significant events.

All the feedback from the consultation and engagement period will be analysed and developed into a consultation report. This will inform the A96 Corridor Review and will feed into the appraisal stages.

Jacobs AECOM would welcome the opportunity to meet with [Organisation] to understand the views of your organisation on what problems and opportunities are present on the A96 corridor, and to hear any suggestions you may have to improve the corridor.

A96 Corridor Review
Major Projects

Buchanan House, 58 Port Dundas Road, Glasgow
G4 0HF



We will be holding a virtual forum on [date] for [organisation/local authority /company/stakeholder/member.] We hope you can join us. The format will be a short presentation followed by an open discussion about the current problems and opportunities along the corridor, and potential suggestions for improvements along the route. During the session, we will also be using a MURAL interactive board so you can share your views and feedback. A link to the MURAL board will be circulated in advance of the session.

In the meantime, if you have any questions about the A96 Corridor Review or would like to discuss this further, please contact a96corridorreview@jacobs.com.

Yours sincerely,

Figure 38: Launch correspondence

Appendix E. Priorities of All Users

22 themes identified as priorities by all users*

Table 15: Table showing themes identified as priorities by all users

No	Theme	Number of responses	Percentage
1	Need for dualling (includes full dualling and partial dualling)	2523	55
2	Improve road safety (includes general safety concerns, safety of driving, cycling and walking)	2319	50
3	Improve rail services (includes train connections, cost, comfort of travel)	1387	30
4	Bypassing town centres	1372	30
5	General public transport improvements (includes public transport integration)	1109	24
6	Improve bus services (includes bus connections, cost, comfort of travel)	1081	24
7	Better road maintenance/infrastructure (includes improvements to road infrastructure, surface, signage, general maintenance of the road)	1006	22
8	Reduce road congestion	867	19
9	Improve journey time	634	14
10	Oppose dualling* (includes full dualling and partial dualling)	551	12
11	Concern over environmental issues	417	9
12	Improve connectivity e.g., between villages and to the airports	301	7
13	Provide suitable rest areas	263	6
14	Provide infrastructure for electric highway	222	5
15	Reduce high speed of traffic	133	3
16	Control the speed of traffic	124	3
17	Not classified	88	2
18	Other	84	2
19	Oppose bypassing town centres	75	2
20	Only one priority	49	1
21	Concern over impact of the investment for the communities	29	1
22	Need to provide alternatives to driving	26	1

*NB: Using one level taxonomy only

Appendix F. Suggestions of All Users

21 suggestions identified by all users*

Table 16: Table showing suggestions identified by all users

No	Suggestions	Number of responses	Percentage
1	Need for dualling (includes full dualling and partial dualling)	2540	55
2	Improve road safety (includes general safety concerns, safety of driving, cycling and walking)	1370	30
3	Improve rail services (includes train connections, cost, comfort of travel)	1155	25
4	Bypassing town centres	1031	22
5	Improve bus services (includes bus connections, cost, comfort of travel)	961	21
6	General public transport improvements (includes public transport integration)	914	20
7	Better road maintenance/infrastructure (includes improving road infrastructure, surface, signage, general maintenance)	762	17
8	Reduce road congestion	606	13
9	Oppose dualling (includes full dualling and partial dualling)	508	11
10	Provide infrastructure for electric highway	279	6
11	Control the speed of traffic	248	5
12	Provide suitable rest areas	232	5
13	Improve connectivity e.g., between villages and to the airports	172	4
14	Not classified	152	3
15	Improve journey time	117	3
16	Oppose bypassing town centres	104	2
17	Other	78	2
18	Concern over environmental issues	73	2
19	Only one suggestion	59	1
20	Need to provide alternatives to driving	36	1
21	Incomplete or unclear comments	26	1

*NB: Using one level taxonomy only