

2 Objectives

2.1 Client Objectives

The main objective is to develop and appraise options to address the transport related problems of Dalry for implementation in the short (0-5 years); medium (5-10 years) and long term (10-20 years) horizons.

In accordance with STAG, there are 3no. distinct classes of objectives that require to be considered. These are as listed below.

- Planning Objectives
- Government Objectives
- External Objectives

2.2 Objective Methodology

Objectives have been set as a result of the initial consultation process and from a literature review of relevant existing documentation. The following process was applied:

2.2.1 Methodology Step 1

Initial consultation (by meetings, letter and telephone) with key statutory and non-statutory organisations was carried out. Meetings were held where appropriate and the consultees were invited to identify problems and concerns that they had, or issues that had been made known to them. Time was then taken to explore these issues and concerns to fully understand the matter at hand. Where it was more appropriate, consultation letters (using agreed introductory wording) were issued requesting data (e.g. environmental data) of relevance to the study area and identification of any issues (problems, constraints and uncertainties), which will, or may potentially, require consideration.

2.2.2 Methodology Step 2

A review of relevant documentation was carried out. Such documents included:

- The North Ayrshire Local Transport Strategy dated October 2000
- A737/A738 Route Strategy Study dated March 1997
- Portfolio of highways drawings including an outline horizontal and vertical alignment for the by-pass (prepared as part of the initiative of the South West Local Authority Consortium, March 1997)
- WESTRANS Joint Transport Strategy, consultation draft dated May 2004
- Road Safety Plan for North Ayrshire 1999-2004
- North Ayrshire Council Local Plan, finalised February 2003
- NPPG 8 – Town Centres and Planning Guidance
- NPPG 17 – Transport and Planning
- PAN 59 – Improving Town Centres
- Travel Choices for Scotland

The review in particular sought to identify whether these documents contained suitable objectives which could become relevant and applicable External Objectives.

2.2.3 Methodology Step 3

Consultation responses were collated and key issues identified. A 'problem versus objective' matrix was then created to ensure addressing of each issue raised and incorporation into a particular objective.

2.2.4 Methodology Step 4

The data provided by consultees and review of relevant documentation then fed into the setting of SMART (where possible) objectives.

The principles of the STAG procedure have been followed during the identification of objectives and value-led SMART objectives have subsequently been developed where possible.

2.3 Planning Objectives

The Planning Objectives are listed in Table 2.1 below, and are expanded upon in the subsequent text.

No Objectives have been set to increase Public Transport patronage levels for the following reasons:

Train Services: this is a route corridor issue which is outwith the scope of this study. However it has been noted that during the am peak period between 7am and 9am on weekdays, some 7no. trains stop in Dalry en-route to Glasgow and a further 6no. pass through Dalry en-route to Glasgow. Thus there is a Glasgow bound train on average every 9.23 minutes on this part of the network during this peak period which would suggest that it is close to capacity. SPT have however advised that they do have a long term aspiration to introduce one further train per hour throughout the day, but that this would be likely to require improvements to the rail network infrastructure prior to introduction.

Bus Services: the current patronage of peak hour bus services into Glasgow from Dalry is so low that setting targets would, to a large degree, be artificial and would not be meaningful. For example, a spot survey on one normal week-day morning between 07:25 and 07:46 found that only three people on average joined each of the 4no. buses to Glasgow, and that only 2 passengers joined the X35 service which is the fastest peak hour service into Glasgow from Dalry. The survey also found that typically the am peak hour buses were leaving Dalry with less than half of the seats taken i.e. there is adequate capacity at this time.

Table 2.1 Planning Objectives

Ref	Planning Objective
1	Stabilize the average peak hour journey time over a prescribed length of the A737 through Dalry throughout the 25 year study horizon using October 2004 conditions as datum; without detriment to conditions in Dalry Town Centre.
2	Achieve 20% reduction in traffic volume in New Street between the Traffic Lights and Dalry Cross without detriment to local traders by 2010 using October 2004 conditions as datum.
3	Improve accessibility across the A737 between the Roche Way and Vennel Street junctions for non-motorised road users. For residents in Garnock Street, target at least 1.5 minute reduction in walking time to a controlled crossing point on A737.
4	Enhance the attractiveness for walking and cycling in Dalry (access to Schools, Town Centre, Public Transport and Community Facilities). Target to be a 10% increase in the number of pupils regularly arriving on foot or by bicycle by 2010, and 5% increase in numbers of pedestrians or cyclists entering New Street between Traffic Lights and Dalry Cross by 2010.
5	Stabilize average bus journey times through Dalry at peak hours in future years using October 2004 as datum.

2.3.1 Planning Objective 1: Stabilize journey times on A737 at peak hours

Achievement of this Objective will mean that future year average peak hour journey times, will, during the 25 year study horizon, over a prescribed length of the A737 through Dalry, will, once the intervention measures have been introduced, be no worse than the corresponding October 2004 delays. As intervention measures are introduced, journey times can be expected to reduce. This improvement will however be gradually eroded by future year traffic growth.

This Objective targets the first of the key issues arising from the consultation exercise, namely journey time delays on the A737 during peak hours.

2.3.2 Planning Objective 2: Achieve 20% reduction in traffic volume in New Street West

Achievement of this Objective will see a significant reduction in traffic flow between Dalry Cross and the Traffic Light Junction with Townend Street by 2010 without detriment to local traders. October 2004 data will be used as a benchmark. It is expected that better control of parking and shop deliveries, and the control of through traffic measures will all be required to address this Objective.

This Objective targets the second of the key issues arising from the consultation exercise, namely congestion in the Town Centre between the Traffic Lights and Dalry Cross.

2.3.3 Planning Objective 3: Improve accessibility across the A737

Achievement of this Objective will see a significant reduction in the walking time to a safe (controlled) crossing point on the A737 for Dalry residents who are remote from the single existing controlled crossing point at the Traffic Lights at the north end of Townend Street. From the most remote house of Garnock Street the estimated average walking time to the Traffic Light Crossing is 5½ minutes; a reduction in the average walking time of 1½ minutes to a controlled crossing will be targeted.

2.3.4 Planning Objective 4: Enhance the attractiveness for walking and cycling in Dalry

Achievement of this Objective will see the provision of facilities and measures to encourage more non-motorised movements around Dalry. Transport of pupils to and from school is seen as being one of the primary target areas and we would propose targeting a 10% increase in the number of pupils regularly arriving on foot or by bicycle in dry weather conditions by 2010. In addition a 10% increase in the number of pedestrians or cyclists entering New Street between the Traffic Lights and Dalry Cross by 2010 will be targeted.

The initial target will require a survey to be carried out to determine a current base line, or will require the school travel plan exercise to be initiated by the Schools, and the results made available to us for comparison purposes. (Whilst no information is currently available from the schools, a 2001 Scottish Executive document entitled “A Walking Strategy for Scotland indicates an average 56% of pupils can be expected to walk to school in accessible small towns).

Equally, a footfall survey or similar will be required to assess the current baseline for the second target.

2.3.5 Planning Objective 5: Stabilize Bus Journey Times through Dalry at Peak Hours

Achievement of this Objective will mean that future year average peak hour journey times, over a prescribed length of the bus routes through Dalry (following Townend Street / New Street / North Street to Kilbirnie and onwards), will, once the intervention measures have been introduced, be no worse than the corresponding October 2004 delays. As intervention measures are introduced, journey times can be expected to reduce. This improvement will however be gradually eroded by future year traffic growth.

2.4 Government Objectives

Each of the Options will also be tested against the Government’s five Objectives:

- | | |
|----------------------|------------------------|
| ➤ Environment | ➤ Integration |
| ➤ Safety | ➤ Accessibility |
| ➤ Economy | |

2.5 External Objectives

No External Objectives have been identified.

Review of the various references listed in 2.2.2 above has not identified any appropriate objective not already covered by either the Government's five Objectives or the Planning Objectives.