

Introduction

Under the Road Traffic Reduction Act 1997, Clackmannanshire Council is required to assess and monitor existing and future levels of traffic on its road network. The Council is therefore responsible for setting targets to reduce existing levels of traffic or the rate at which traffic is growing.

At present Clackmannanshire does not suffer from the high levels of congestion experienced in the larger towns and cities which naturally constrain traffic growth. There are however local hotspots such as Shillinghill and Hallpark Road. Therefore there is little to deter Clackmannanshire residents and visitors to rely less on private vehicles.

In order to address the issue of car use the Council is continuing to pursue a number of initiatives, including Safer Routes to School, travel to work plans, Alloa town centre parking and residential traffic management with the focus on setting aside road-space for other modes in areas of high sensitivity.

Data Collection/Traffic Monitoring

There are twenty one permanent traffic count sites in Clackmannanshire, eighteen operated by the Council and three operated by Central Scotland Police. These are all located on strategic routes as shown in Appendix X and provide virtually constant data. This information is then used to determine the Annual Average Daily Traffic (AADT), 24 hour traffic flow, and the monthly variations.

In addition to the fixed sites, the Council operates additional data collection using pneumatic tubes, speed detection radar and manual traffic counts. Additional surveys are carried out to assist in traffic calming and traffic management schemes.

In addition to vehicle counters, the Council and Sustrans operate seven cycle counters on the National Cycle Network Route 76, the Waggon Way and the Devon Way.

Review of Targets 2006 - 2009

The local transport strategy for the period 2006 - 2009 included the following traffic reduction targets:

- Schools – 5% reduction on average by 2009 from 2004/05 traffic levels
- Alloa Town Centre – maintain traffic levels achieved with the introduction of the traffic management scheme and aim for a further 10% reduction in traffic levels by 2010
- Overall – reduce and stabilise traffic growth to equal the growth in GVA by 2010

Road Traffic Reduction Report (incomplete)

In order to assess how successful the Council has been in meeting these targets a number of traffic surveys have been conducted to measure the change in traffic levels.

Schools

The Council appointed a School Travel Coordinator in July 2004. The Coordinator was responsible for promoting travel planning and the Safer Routes to School initiative with the aim of encouraging more children to walk and cycle to school. Funding for the position was withdrawn in March 2008. Schools are now responsible for promoting travel planning within the Eco Schools remit.

Up until 2007 regular traffic surveys were undertaken outside schools. However due to on street parking and new data collection techniques it has proved very difficult to obtain reliable data, therefore traffic surveys outside schools has ceased. In order to measure if traffic is reducing outside schools the Council will now use the National Hands Up Survey to obtain the mode of travel of pupils travelling to school. The number of pupils driven to school is shown in Table R.1 below.

School	2006	2008	% change
Abercrombie	37	18.5	
Alva	30	-	
Banchory	23	16.2	
Clackmannan	30		
Claremont	34	-	
Coalsnaughton	16	-	
Craigbank	34	12.0	
Deerpark	23	24.0	
Fairfield	-	-	
Fishcross	39	1.7	
Menstrie	42	-	
Muckhart	55		
Park	-	-	
St Bernadettes	62	45.6	
St John's	37	22.1	
St Mungo's	24	30.5	
St Serfs	23	23.7	
Strathdevon	-	27.9	
Sunnyside	31	26.1	
Tillicoultry	30	15.0	
Alloa Academy	20.5	22.9	
Alva Academy	12	9.6	
Lornshill Academy	7	-	
Average		21.1	

Table R.1: Travel Mode to School (% pupils arriving by car)

Alloa Town Centre

In order to rationalise Alloa Town Centre and to reduce the number of vehicles within the shopping area the Council implemented a traffic management scheme in 2000. A plan showing the changes in traffic levels and the percentage change is shown in Appendix X.

From this plan it can be seen that the traffic management scheme was successful in reducing the traffic levels throughout the main shopping areas and reassigning this traffic onto more suitable routes such as Auld Brig Road and the Ring Road. A 65% reduction in traffic was achieved on Drysdale Street between 1997 and 2002, which is in excess of the 50% target.

The Alloa Town Centre Traffic Management Scheme has successfully managed traffic and pedestrians within Alloa to make the shopping areas more attractive and safer and this can be directly attributed to the reduction in traffic levels and speed. The Council will continue to monitor traffic levels within the town centre with the aim of at least maintaining current traffic levels.

Overall

An overall target for a 10% reduction in traffic per £ of Gross Domestic Product (GDP) between 1999 and 2010 is being monitored through the collection of traffic data at the fixed traffic count sites in Clackmannanshire. In order to assess the progress being achieved against this target an interim review has been undertaken over the period 2000 to 2004 using Gross Value Added (GVA), as GDP figures are only available at a national level. GDP and GVA are indicators of economic activity.

The graph shown in Appendix X shows the relationship between GVA and Clackmannanshire local traffic growth, with National Roads Traffic Forecast (NRTF) growth shown for reference.

Road Traffic Reduction Report (incomplete)

The graph shows that the Council is not currently reducing traffic levels, however there are a number of factors contributing to the recent growth. These factors are as follows:

- Significant number of new houses constructed since 2000 attracting people who work outside Clackmannanshire
- A907 Tullibody to Stirling upgraded from 7m wide to 10m + 2m
- Completion of Tullibody Bypass
- Clackmannanshire acts as a commuter area for larger centres including Stirling, Glasgow and Edinburgh
- No railway link at present
- Historic traffic growth is currently only available at 5 sites

The Council has installed a number of additional permanent traffic count sites throughout the area in 2005 and these will be used to give a more representative indication of traffic growth in the coming years. The Council will continue to promote the reduction of private car use in Clackmannanshire.

Traffic Reduction Targets 2006 - 2009

The targets set in the local transport strategy for the period 2001 – 2004 have been revised as follows:

- Schools – 5% reduction on average by 2009 from 2004/5 traffic levels
- Alloa Town Centre – maintain traffic levels achieved with the introduction of the traffic management scheme and aim for a further 10% reduction in traffic levels by 2010
- Overall – reduce and stabilise traffic growth to equal the growth in GVA by 2010

Due to the proximity of Stirling to Clackmannanshire, a significant number of trips are focused between the two local authority areas. Stirling Council has not set any road traffic reduction targets at present. However, Clackmannanshire Council aims to reduce the number of trips on the A907 west of Tullibody and on the A91 west of Menstrie. As there is currently a frequent bus service on these routes to Stirling it is not anticipated that there could be a significant modal shift at present. However the re-opening of the Stirling to Alloa passenger rail service in 2007 offers an opportunity to reduce trips between Clackmannanshire and Stirling and also to Glasgow and Edinburgh.

At present Alloa town centre car parking is uncontrolled in the off-street car parks and for the much of the on-street parking. Further reductions to traffic levels in Alloa town centre and surrounding areas could be achieved if a town centre parking strategy were to be implemented.

The Council will implement School Travel Plans and the Safer Routes to Schools initiative at participating primary schools. The main aim of these schemes is to educate children and parents about the benefits of walking and cycling and reduce the number of parents dropping off and collecting children.

Road Traffic Reduction Report (incomplete)

The Scottish Executive's promotion of the Upper Forth Crossing between Bowtrees and Gartarry roundabouts will have a significant impact on traffic flows through Clackmannanshire. The greatest increase in traffic is likely to be experienced on the A907, A977 and B9140. It is anticipated that there will also be a change on the majority of local roads in the area under the proposal. The date for the bridge completion is not as yet know and it is therefore difficult to set target dates. It is the Council's aspiration that as a result of the bridge the public transport journey time to Falkirk and beyond could be significantly reduced as the route becomes more attractive than it is at present, thus resulting in less private vehicle trips.

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