



ACTION PLAN: WALKING PLACES PROJECT REPORT

Maybole Action Plan Report

Living Streets

April 2024

Introduction/background

This report describes the findings of the Walking Places project in Maybole, which was delivered by Living Streets.

The Walking Places project aims to support walking and wheeling in Maybole with Culzean Primary School as the centre of a 20-minute neighbourhood.

Living Streets is the UK charity for everyday walking. We want a nation where walking is the natural choice for everyday local journeys. Our mission is to achieve a better walking environment and inspire people to walk more.

The Walking Places project is funded by Paths for All through the Active Nation Fund.

Walking Places brings together Living Streets' expertise across our school programme and community work. It incorporates the following elements:

- **Living Streets' Out & About approach:** This initiative helps people to remain or become more physically active in their community to stay socially connected, and to be active in improving the walking environment for everyone. This has been launched with Culzean Primary School to support walking to school.
- **Living Streets' Out & About approach:** This initiative helps people to remain or become more physically active in their community, to stay socially connected, and to be active in improving the walking environment for everyone.
- **Living Streets' community and school Street Reviews:** Street reviews evaluate the walking quality of local streets and help build a case for improvement to the walking environment. Members of the Maybole community and Culzean primary school participated in self-led community street reviews.
- **20-minute neighbourhoods:** This approach focuses on walkable neighbourhoods, where people can get most of their daily needs within walking distance (10-minute walk each way). In this case, Culzean primary school is the focus for the 20-minute neighbourhood in Maybole.

The following infographic shows which features should be found in an ideal 20-minute neighbourhood.



Fig 1.1 - an infographic showing the features of a 20-minute neighbourhood

Living Streets talked to lots of people in the local community about their views and experiences. They asked what issues stopped residents from walking more in Maybole. This took place through street reviews, surveys, and meetings with different groups.

Local context and changes

- Maybole is undergoing a town centre regeneration project to revitalise the high street and encourage walking. The Walking Places project can contribute to this effort. During workshops and drop-in sessions, community members expressed awareness of the Maybole Town Centre Regeneration Project Team and welcomed its work.
- The new Maybole Community Campus includes Culzean Primary School and community facilities. Additionally, it accommodates two other schools: Carrick Academy and St. Cuthbert's Primary. As a result, the majority of Maybole schoolchildren will attend school at the Community Campus site, totalling 1,370 pupils every school day.
- The main Co-op food store has relocated outside the town centre, now situated opposite the school. This means there are more journeys to the

southwest of Maybole, where the campus is located, from other parts of the town. A light-controlled pedestrian crossing point will be installed on Kirkoswald Road between the Co-op and the Community Campus once construction work for the new entrance to Campus is completed. The crossing was highlighted as an issue through consultation.

- Maybole train station was temporarily closed due to a fire near Ayr station during the project. As a result, local train services were halted, and a bus replacement service was in operation.

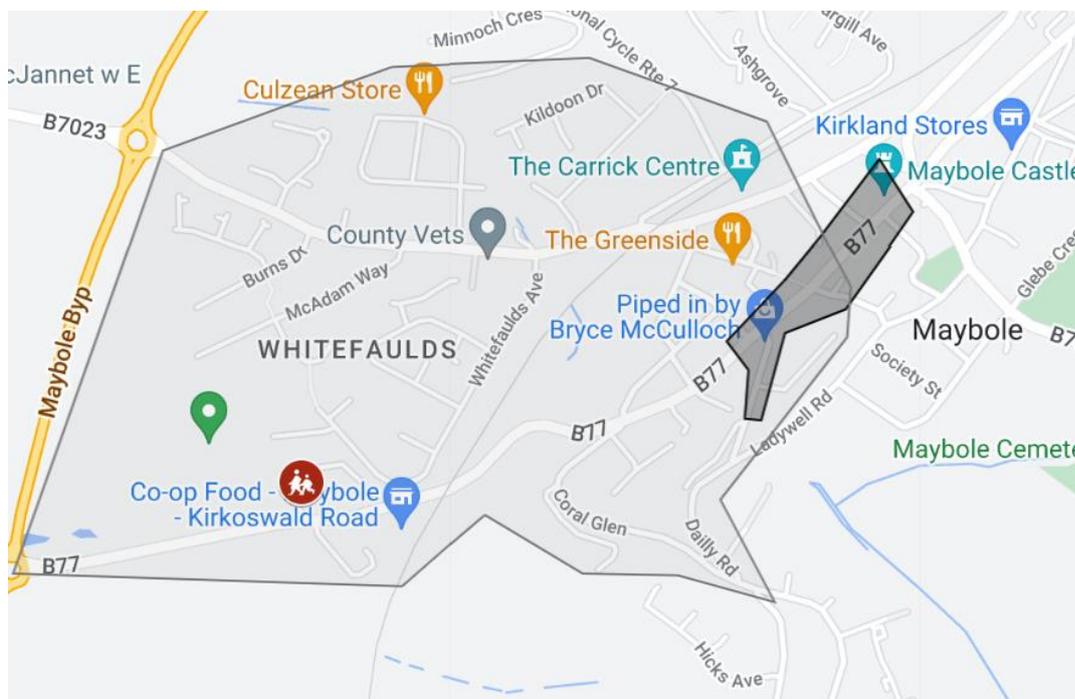


Fig 1.2 - A map showing the 20-minute neighbourhood in Maybole.

20-minute neighbourhood map

- The light grey area on the above map represents a 20-minute neighbourhood in Maybole including: schools, leisure facilities, the Carrick Centre, the train station, and various retail outlets.
- The darker grey area represents the High Street area which includes: food shops, cafes, chemists, dentist, a GP Practice, the library, historic buildings, and other retail outlets. This shows that the High Street is just under a 10-minute walk from Culzean primary school, which is at the centre of the 20-minute neighbourhood.

Community and school consultation

The following community consultation took place:

- A community workshop/drop-in session was held at the Maybole Library in January 2024 to gather feedback on walking and wheeling in the town. An online survey was conducted between November 2023 and February 2024 and a household survey was undertaken in early 2024.

The following school consultation took place:

- Meetings were held with Culzean Primary School regarding their participation in the WOW, Walk to School Challenge between October 2023 and February 2024.
- Culzean Primary School participated in the Walking Places interactive school workshop with Junior Road Safety Officers and upper school House Captains in November 2023.

Data analysis

The following section shows a summary of the key findings from the survey conducted in Maybole between October 2023 and April 2024.

Car usage:

- 92% of Maybole residents say convenience is their top priority when choosing travel options, followed by safety (47%) and cost (42%).
- The majority of Maybole residents rely on private vehicles such as cars (92%). This contrasts with lower walking rates (32%). Interestingly, 57% reported walking daily and 26% reported walking several times a week.

Attitudes towards walking:

- There is walking potential in Maybole. Despite lower reported walking for errands, 82% of Maybole residents walk or cycle for local trips several times a week. However, this enthusiasm is not reflected in trips to green spaces (14%) or even the nearest park (19%). Cars are the preferred mode for such journeys at 76%.
- There are mixed feelings on walking in Maybole. While 54% of residents expressed a desire to walk more often, they are generally less positive about walking compared to other areas participating in the Walking Places project. Time constraints were identified as the biggest barrier to increased walking.
- There is a low frequency of journeys walked for utility and leisure, with 57% of residents rarely or never walking to essential shops, green spaces (68%),

parks (62%), or other nearby shops (44%). Despite this, 94% felt it was easy to walk to amenities, suggesting a potential disconnect between perception and behaviour.

- Maybole scored highly for feeling safe while walking (93%) and ease of access to amenities (94%).
- While 34% agreed walking is good for health, there were mixed opinions on affordability and convenience as motivators. Notably, 68% disagreed that lack of car access prompts them to walk.

Public transport:

- Only 10% of respondents use public transport regularly. Walking for social purposes (visiting family/friends) and accessing public transport stops is also infrequent.

Barriers to walking:

- The main barriers to walking more are time constraints (56%) and unfavourable weather (57%). Additionally, 24% of respondents have health limitations impacting their walking ability.
- Survey comments highlighted issues like dog waste, parked cars obstructing pavements, overgrown hedges, and a lack of designated footpaths forcing pedestrians onto roads.

The survey revealed a car-dependent culture in Maybole, despite a stated desire to walk more. Addressing time constraints, weather concerns, and improving pedestrian infrastructure could encourage a shift towards walking and a more active lifestyle in the area.

Consultation findings

The following key themes were identified through consultation with Maybole community members and pupils at Culzean Primary School:

Culzean Primary School consultation:

Pupils shared their views during the Walking Places workshop.

Key issues identified were as follows:

Street cleaning

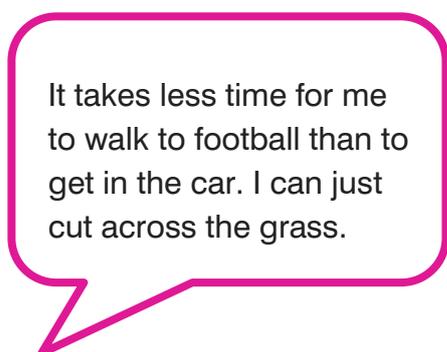
- Pupils noted the amount of dog mess on the pavements they use to walk to school.

Pavement parking

- Pupils said they had to walk past cars parked on the pavements on their way to and from school.

Attitude to walking

- Pupils said they enjoyed walking as it was good for their physical and mental health.
- Pupils were concerned about pollution and the effect cars have on climate change.



The following key themes were identified through consultation with Maybole community members:

Maybole Town Centre Regeneration

- Participants welcomed the Maybole Town Centre Regeneration Project, particularly the potential traffic calming measures along the High Street and the upgrade to its appearance.

Traffic

- There is an increase in the number of HGV traffic on the High Street
- Pavement parking is a problem especially when walking to and from school with buggies and young children.

Local amenities

- Participants felt Maybole has good amenities but limited banking options due to the closure of the local branch.
- Participants voiced concerns about having to travel to Girvan now the Royal Mail delivery office has closed.

Public transport

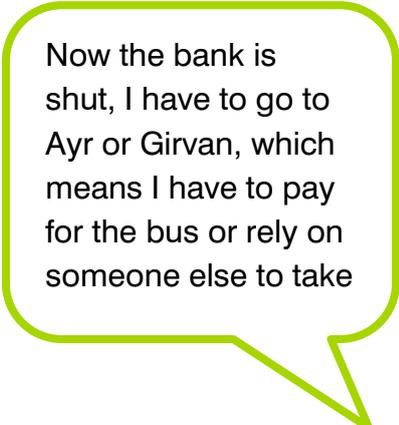
- The train service suspension due to a fire in Ayr significantly impacted public transport options.
- Community members felt Maybole's public transport (bus and train services) is limited and unreliable, especially at night.

Topography of Maybole

- The hilly terrain of Maybole makes walking difficult, especially for those with limited mobility or people walking with young children.

Street cleaning

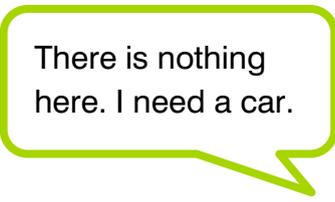
- Dog mess and overgrown ivy and hedges over pavements were identified by community members as barriers to walking.



Now the bank is shut, I have to go to Ayr or Girvan, which means I have to pay for the bus or rely on someone else to take



Dog mess along High Street, gets in the wheels of the buggy or the kids' shoes, then it's all over the carpet. Disgusting!"



There is nothing here. I need a car.

Next Steps for Walking Places

The Walking Places project's main focuses are based on the findings from the consultation. These focuses are outlined in the table below, known as the Living Streets Action Plan.

For schools

- Continue participation in the WOW programme to encourage active travel to school.
- Expand Living Streets schools programme with other schools on the Culzean Community Campus.
- Facilitate workshops with pupils and their families/carers to raise awareness and develop understanding of active travel.
- Collaborate with South Ayrshire Council on initiatives to improve safety around the school during pick-up and drop-off times.

For the local community

- Work with the Maybole Town Centre Regeneration Project to improve walking infrastructure on the High Street and on school routes.
- Advocate for improved public transport services, including reliable bus routes, and the train service reinstatement.
- Establish a working group to tackle issues highlighted through research in Maybole.

For the local authority

- Work with South Ayrshire Council to address dog mess, overhanging greenery, and investigate enforcement of pavement parking.
- Continue to work with South Ayrshire Council's Walking Development Officer to promote the benefits of walking and support community members to access local walking groups and increase the levels of walking in Maybole.

Maybole Action Plan Table

Action	How?	Who is involved?	Who is responsible?	Timeline
<p>Hold a workshop with parents and families to raise awareness of the benefits and importance of maintaining an active travel routine once the construction work at the Community Campus is completed.</p>	<p>WOW Travel Tracker</p> <p>Development of resources /information for parents/guardians and carers</p> <p>Facilitate pupil workshop sessions</p> <p>Information and awareness sessions with parents/guardians and carers (after school or evening)</p>	<p>Living Streets</p> <p>Ayrshire Roads Alliance - Barbara Rae</p> <p>SAC Community Partnership Officer – Amy Duthie</p> <p>Head Teachers</p> <p>Maybole Community Campus Parent Council Chairs</p> <p>Maybole Town Centre Regeneration Project Team</p>	<p>Head Teachers</p> <p>Maybole Community Campus schools</p>	<p>June 2024 – August 2025</p>
<p>Investigate potential for pupil participation in the Next Steps Walking Challenge to promote active travel to school.</p>	<p>Living Streets – Next Steps programme (Carrick Academy)</p> <p>(Dependent on Living Streets funding)</p>	<p>Living Streets</p> <p>Head Teachers</p> <p>Maybole Community Campus schools</p> <p>Ayrshire Roads Alliance – Barbara Rae</p>	<p>Living Streets</p>	<p>By December 2024</p>

Action	How?	Who is involved?	Who is responsible?	Timeline
<p>Investigate the potential for St. Cuthbert’s Primary, also based in the Community Campus, to participate in WOW to promote walking and active travel to school.</p>	<p>WOW Travel Tracker (Dependent on Living Streets funding)</p>	<p>Living Streets St. Cuthbert’s Primary Head Teacher</p>	<p>Living Streets</p>	<p>By December 2024</p>
<p>Investigate the potential for the Early Years settings to participate in the Little Feet programme.</p>	<p>Living Streets Little Feet resource package (Dependent on Living Streets funding)</p>	<p>Living Streets Early Years Teachers at St. Cuthbert’s and Culzean Primary schools</p>	<p>Living Streets</p>	<p>By December 2024</p>

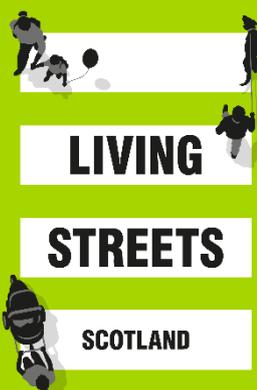


Action	How	Who is involved?	Who is responsible?	Timeline
<p>Feed information back to the Maybole Town Centre Regeneration Project Team and working group regarding issues raised on High Street on active travel suggestions for the High Street, traffic calming, dog mess.</p>	<p>Arrange delivery of action plan to key partners</p> <p>Plan and face to face discussion with Maybole Town Centre Regeneration Project Team</p>	<p>SAC Community Partnership Officer – Amy Duthie</p> <p>Maybole Town Centre Regeneration Project Team</p> <p>Living Streets</p>	<p>Maybole Town Centre Regeneration Project Team</p>	<p>By August 2024</p>
<p>Determine who can take on responsibility for advocating and moving this action plan forward</p>	<p>Distribute action plan and conduct stakeholder mapping to understand makeup of local organisations and where their priorities link to action plan</p> <p>Start process for working group</p>	<p>Maybole Community Groups</p> <p>Maybole Community Council</p> <p>Maybole Town Centre Regeneration Project Team</p> <p>Living Streets</p>	<p>South Ayrshire Council</p> <p>Maybole Community Council</p>	<p>December 2024</p>



Action	How	Who is involved?	Who is responsible?	Timeline
<p>Feedback community concerns about uneven pavements, pavement parking, dog mess, overhanging vegetation to South Ayrshire Council.</p>	<p>Distribute Maybole action plan to key partners.</p> <p>Hand over responsibility to key partners to action</p>	<p>South Ayrshire Council SAC Community Partnership Officer (Amy Duthie) Maybole Town Centre Regeneration Project Team Maybole Community Council Local Councillors: Iain Campbell, Brian Connolly, William Grant Living Streets</p>	<p>South Ayrshire Council Maybole Community Council</p>	<p>December 2024</p>
<p>Promote benefits of Walking, and improvements to Walking infrastructure through local media channels.</p>	<p>Build understanding of walking motivations in Maybole based on survey results and any additional primary research.</p> <p>Determine an activity in Maybole to support walking based on motivations for residents (e.g. activity, event, paper resources) and launch with residents</p>	<p>Local Press Maybole Community Council Maybole Town Centre Regeneration Project Team Living Streets</p>	<p>South Ayrshire Council Walking Development Officer</p>	<p>On-going until March 2025</p>





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