

Shaping Places for Wellbeing Programme

Active Travel: Impact on Fraserburgh's Community



Active travel can have a positive impact on people when:

- Everyone can easily move around using good-quality, accessible, well-maintained and safe segregated wheeling, walking and cycling routes and access secure bike parking.
- Everyone can wheel, walk and cycle through routes that connect homes, destinations and public transport, are segregated from, and prioritised above, motorised traffic and are part of a local green network.

This is why it is one of Scotland's Place & Wellbeing Outcomes.

Active travel simply means making journeys in physically active ways - like walking, wheeling (using a wheelchair or mobility aid), cycling or scootering.

The evidence for active travel¹



Active travel can improve health by increasing physical activity, weight loss and reducing obesity.



Active travel is associated with reduced risk of death.



Active travel can increase social interactions.



Active travel is associated with improving mental health.



Active travel can minimise harms to health by reducing motorised traffic.



Safety is a key barrier to increasing active travel amongst women.



Walking/cycling to school helps children achieve a healthy weight, with the benefit being greater for children in deprived areas.



1/3 of Scotland's households don't own or have access to a car. This increases to 1/2 of households in deprived areas.



Active travel can provide benefits to local economies.



There is increased public support for investment in walking and cycling, particularly amongst people on low incomes.

1. Source: [Evidence Behind Place Standard Tool & Place and Wellbeing Outcomes](#)

Active Travel rates in Aberdeenshire ²

10% of people use active travel to get to work in Aberdeenshire compared to 17% across Scotland 2020

Aberdeenshire is the 9th lowest (24th out of 32) local authority for active travel to get to work across Scotland 2020.

47% of children use active travel to get to school in Aberdeenshire compared to 50% in Scotland 2022/2023

Aberdeenshire is the 13th lowest (20th out of 32) local authority for children to active travel to school across Scotland 2022/23

What we heard from a range of communities, organisations and practitioners in Fraserburgh in 2023



Getting around Fraserburgh

Areas of Fraserburgh are considered treacherous to walk/cycle in during winter due to a lack of gritting.

The location of Fraserburgh creates a reliance on public transport, however public transport is seen as limited, expensive and unreliable.

The walking infrastructure is seen as unsatisfactory in some areas of town, with cracked and broken pavements making movement difficult for some people.

Fraserburgh has some good cycle routes and those outside of town offer spectacular views and scenery

Busy roads like Alexandra Terrace, King Edward Street and St Modens shops are like an ice rink in winter. – Local Resident

Untreated areas attract moss and other natural hazards (including animal and bird fouling)



Active travel to work and school

I can't believe the state of the roads and pavements in the centre of Fraserburgh, all over really. It seems the more people try and do for the town, the less the authorities bother. – Here for You, Fraserburgh

Some campuses and areas have received investment to transform/update facilities for bike parking. Others, like Fraserburgh Academy, need investment to maintain or improve.

Residents find it difficult and expensive to commute to work, especially outside of Fraserburgh.

Safety and security concerns around bicycle security in parts of town is an issue

Many children live over two miles away from their schools.

Parking is limited in town.

The cycle track/park is usually a lovely safe area for walkers and young families. It's normally dog fouling you have to avoid but now it's smashed glass too. Why can't our areas stay nice? -

Local Resident



Knowledge and confidence around active travel

Drivers are overconfident and dangerous on the roads out this way. They're too familiar and encourage risky behaviour, especially speeding, which is deadly for walkers and cyclists –
Fraserburgh Cycling Group

People see Fraserburgh roads as dangerous. A lot of large goods vehicles coming into town and around harbour make people wary.

People know their way around town well but are put off by the lack of care and cleanliness they see on streets and in recreation spots.

The cost of weather-appropriate clothing and footwear is a barrier.

Various schemes and initiatives to upskill residents on active travel; spaces on workshops fill up quickly.



Collaboration and communication on active travel

Multiple community groups in Fraserburgh centred around walking, running and cycling with a heavy reliance on word-of-mouth and social media to promote events and schemes.

Initiatives promoting and spreading awareness of active travel, like **Aberdeenshire Bothy**, **I-Bike** and **Bikeability**, are welcomed and popular within Fraserburgh, as they can offer upskilling to all ages and levels.

Fraserburgh has some brilliant shared pathways and the surrounding countryside makes walking and cycling a real pleasure there. But it does get cold. –
Aberdeenshire Bothy