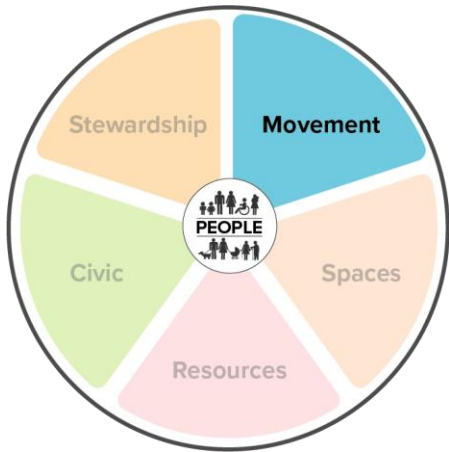




Shaping Places for Wellbeing Programme

Alloa Project Town

Traffic and Parking: Impact on Alloa's Community



Traffic and parking can have a positive impact on people when everyone can benefit from:

- reducing traffic and traffic speeds in the community.
- traffic management and design, where traffic and car parking do not dominate or prevent other uses of space and car parking is prioritised for those who don't have other options.

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

The evidence tell us:¹

 <p>Motorised transport can increase risk of accidental injury and disrupt communities.</p>	 <p>Motorised transport has potential to reduce levels of physical activity and social interaction.</p>
 <p>The volume and speed of traffic can be detrimental to health.</p>	 <p>Motorised transport has potential to increase air and noise pollution and greenhouse gases.</p>
 <p>Parking should be prioritised for people who don't have other options.</p>	 <p>People in deprived areas can be exposed to higher levels of air and noise pollution.</p>
 <p>Some parking interventions are associated with positive impacts on car km reduction, modal shift or car ownership.</p>	 <p>Park & Ride as a parking intervention was generally found to increase vehicle kms when located close to destinations.</p>
 <p>Traffic infrastructure design can inhibit access to amenities, services, goods and communities.</p>	 <p>Investing in better streets and spaces for walking can provide a competitive return compared to other transport projects.</p>

1. Sources: [Evidence Behind Place Standard Tool & Place and Wellbeing Outcomes](#); [Climate X Change: Reducing Car Use Through Parking Policies](#)

Car use in Clackmannanshire²

0.21 billion vehicle miles were travelled on roads in Clackmannanshire in 2022.²

86% of households in Clackmannanshire have access to a car for private use.³

In social rented housing however, only **57% of households** in Clackmannanshire have access to a car for private use.⁴

61% of adults aged 17+ in Clackmannanshire **drive 3+ times a week**, with 35% driving every day.⁵

Road traffic accidents in Clackmannanshire³

The most deprived areas of Clackmannanshire have **42% higher casualties** than Clackmannanshire as a whole.

Road traffic accident casualties in Alloa South and East is **nearly twice as high per 100,000** than neighbouring areas of Alloa, Clackmannanshire and across Scotland.

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



Car reliance

There are relatively high levels of car ownership and usage in Clackmannanshire. This is felt to indicate a reliance on private vehicles due to poor public transport availability. Concerns are raised over whether this pushes people further into poverty, and over the impact on climate change.



Free parking

There are high levels of free parking within Alloa town centre. There can be mixed feelings about the benefits of this. Those with access to a car value the free parking as it enables access to Alloa town centre and train travel onwards. However, this offers no benefit for people

from households without access to a car, which is often those on much lower incomes already.

There is a desire to see a thriving town centre in Alloa. Whilst free car parking is thought to bring people to local businesses, there are also concerns about the impact of high traffic levels on the walkability of the town centre.

Frustrations are raised that Alloa car parks can fill up when busy, and that some people still park on the street or pavements in the town centre. There is a perception from some that Council employees use the town car parks taking spaces from community members.



2. Data source: Department for Transport, Road traffic statistics

3. Data source: ScotPHO profiles

Dangerous and inconsiderate parking

Pavement parking and inappropriate use of disabled bays impacts disabled people's access to services. It is felt that more could be done to ensure parking is prioritised for those who need it most. Reference was made to:

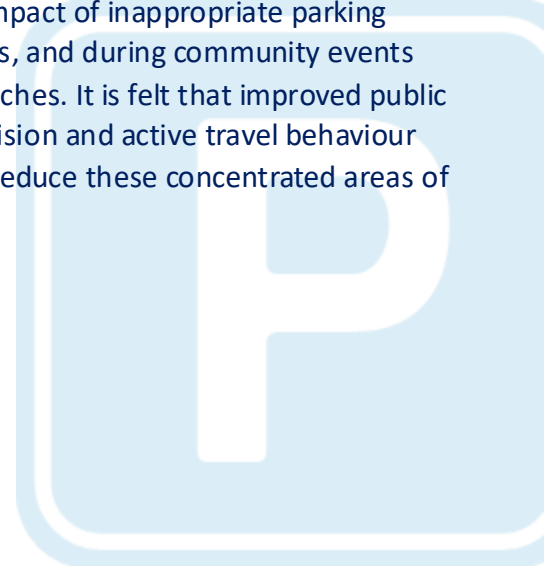
- How pavement parking presents barriers and danger to pedestrians, especially wheelchair users, people with mobility issues and visual impairments, and people with prams.
- Its contribution to the degradation of paving surfaces.

Road maintenance

There are concerns about the safety and maintenance of roads, including problems with potholes and condition of speedbumps.

School congestion

Generally, traffic congestion and road speeds were not raised as a priority concern. However, car idling outside schools, particularly Redwell Primary in Alloa, was repeatedly raised. It is felt that current parking enforcement does not sufficiently address this issue. Reference was made to the impact of inappropriate parking outside schools, and during community events like sports matches. It is felt that improved public transport provision and active travel behaviour change could reduce these concentrated areas of congestion.



It would be useful to consider the issues raised in this briefing along with the Movement themed briefings on Active Travel and Public Transport for Alloa. With high levels of car reliance in Clackmannanshire, it is necessary to realise all three movement themed Outcomes to ensure all people and planet can thrive.

