



Clackmannanshire Council Travel Survey analysis

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1 Introduction

In November 2025 Ansons Consulting was commissioned to analyse the results of two Clackmannanshire travel surveys. The purpose of this analysis is to provide evidence-based insights to support the development of the Clackmannanshire Active Travel Strategy and to inform the Council's Workplace Travel Plan.

Two separate surveys were undertaken in 2025. A Staff Travel Survey was completed by Clackmannanshire Council employees, while the Public Travel Survey was open to residents, commuters, and visitors travelling within Clackmannanshire. The survey examines how respondents currently travel to work, including commuting distances, journey times and the geographic distribution of respondents. It explores respondents' participation in active travel for both commuting and leisure purposes and the barriers to active travel and factors that could encourage greater uptake. This report contains an overview of the data analysis that was carried out.

2 Methodology

Ansons Consulting analysed the Clackmannanshire Travel Survey, which was made available separately to Council staff and members of the public. The analysis is presented separately for the Council staff travel survey and the public engagement survey to reflect the different respondent groups.

2.1 Staff Survey

The staff survey was open to all Council employees, including teachers, for a four-week period from 24th June to 22nd July 2025. To maximize participation, the survey was promoted through multiple channels:

- Inclusion in the weekly staff newsletter, distributed via email.
- Emails sent to team leaders requesting circulation among their teams.
- Announcements on the intranet under "Latest News."
- A public engagement event in the staff entrance of the Council offices as part of a bike promotion day.

To encourage participation, twenty luxury hampers were offered in a prize draw for staff completing the survey.

2.2 Public Survey

The public survey was available online to everyone including residents, commuters and visitors within Clackmannanshire for four weeks, from 25th August to 22nd September 2025. Promotion of the survey included:

- Advertisements in the Alloa Advertiser.
- Stakeholders and funders shared the survey via social media to their clients.
- Engagement with Community Councils, Development Trusts, and Forth Valley College.
- A Big Bike street promotional day held in Alloa Town Centre.
- Posters with QR codes linking to the survey, distributed to community groups, the Access Forum, and staff notice boards.

In addition, Council staff carried out face to face surveys with members of the public as part of the pop-up event 'Alloa Big Bike Day' in September. Further face to face responses were collected by Alloa Hub. Responses from the face-to-face survey were merged with the online public responses. The face-to-face survey responses were recorded in a tally format and a high dropout rate was observed. As a result, it is not possible to say how many respondents answered the survey and it is also not possible to cross tabulate any of these answers. Therefore, cross tabulations have only been carried out on the results collected online.

2.3 Format of results

Some questions were only asked of certain respondents, depending on their answers to previous questions. This use of 'skip logic' caused the response rates to differ between certain questions. The number of respondents to different questions has therefore been recorded as "n=x" where "x" represents the number of responses to the question. Similarly with some questions it is not possible to ascertain how many respondents answered, particularly where face to face data has been included. For questions allowing multiple responses, n=x refers to the total number of responses provided rather than the number of individual respondents.

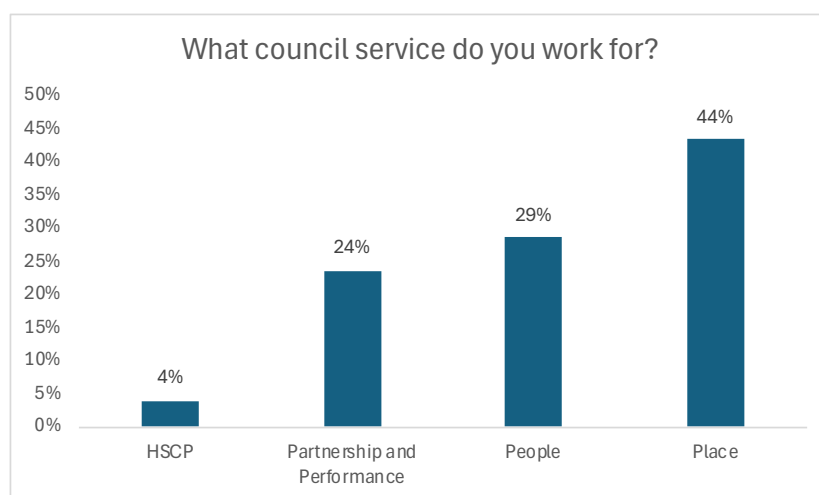
3 Results

3.1 Staff Travel Survey results

101 Clackmannanshire Council staff responded to the staff travel survey, which represents an approximate response rate of 3.4%.

Respondents were asked 'what service do you work for?' Figure 1 shows the survey respondents came from a wide range of different council services, with the largest proportion from 'Place' (44%) followed by 'people' with 29%, *partnership and performance* 24% and 'HSCP' (4%). This could reflect the relative sizes of the workforce in these teams and can help to identify which sites or building respondents may be occupying, whether there is likely to be a need for staff to carry equipment, or travel between sites and locations for work.

Figure 1: What Council service do you work for? n=101



3.1.1 Place of residence

Survey respondents reside across a wide geographic area, though the majority live within Clackmannanshire and neighbouring local authorities. Towns within Clackmannanshire including, Alloa, Alva, Clackmannan, Menstrie, Sauchie, Tillicoultry and Tullibody feature predominantly, indicating a strong local workforce. There is also significant representation from nearby Falkirk Council areas such as Falkirk, Denny, Larbert, Dunipace, Bo'ness and Grangemouth, reflecting good transport connectivity between these area and Clackmannanshire. Large urban centres such as Glasgow, Edinburgh and Aberdeen are also represented, suggesting longer-distance commutes for some employees, perhaps balanced out to some extent by home or hybrid working arrangements reducing the need for daily commute-trips (Table 1).

Table 1: Where do you live? n=100

Where do you live	Number of respondents	Where do you live	Number of respondents
Alloa	18	Cairneyhill	1
Sauchie	9	Callander	1
Stirling	8	Cambus	1
Clackmannan	6	Coatbridge	1
Tillicoultry	6	Crossford	1
Dunfermline	4	Cumbernauld	1
Tullibody	4	Denny	1
Fife	3	Dollar	1
Larbert	3	Doune	1
Menstrie	3	Dunipace	1
Aberdeen	2	Fankerton	1
Alva	2	Freuchie	1
Edinburgh	2	Kirkcaldy	1
Falkirk	2	Linlithgow	1
Glasgow	2	Penicuik	1
Grangemouth	2	Perthshire	1
Airdrie	1	Powmill	1
Auchterarder	1	Prestonpans	1
Bo'ness	1	Robroyston	1
Broxburn	1	Strathay	1

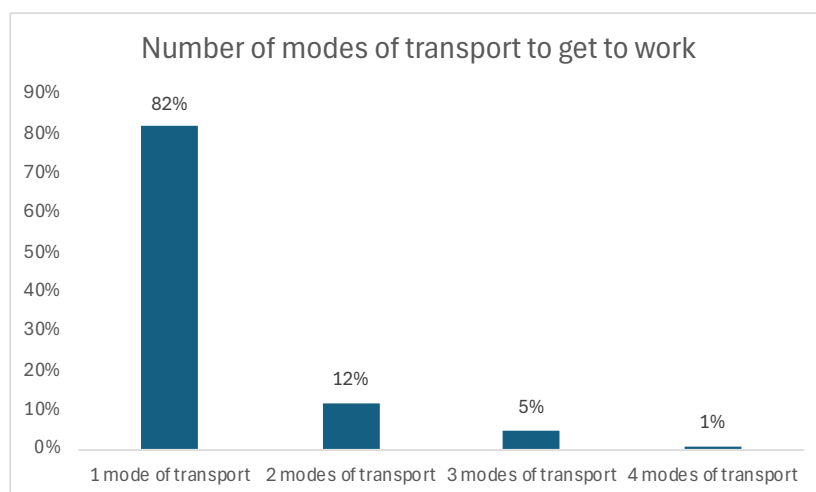
3.1.2 Travel to work

Modes of transport to work

Respondents were asked 'How do you usually travel to work?' They could select from different modes of transport. Figure 2 shows 82% of respondents gave one mode of transport for their travel to work. 12% of respondents listed two methods of transport for their transport to get to work. Only 5% of respondents listed three modes of transport with 1% of respondents listing four modes of transport.

For respondents that selected two or more modes of transport to work, it is unclear if they were responding for multi modal trips in one journey to work or if they use different modes of transport for different days or at different times of the year.

Figure 2: Number of modes of transport to get to work. n=101



Of those respondents who listed one mode of transport, the majority travel by car, with 78% (n=65) of respondents stating 'car (driver)' as their usual mode of transport to work. In contrast active travel modes such as walking 8% and cycling 4% are much less common. Public transport is used by 6% of respondents (Figure 3).

Figure 3: How do you usually travel to work? (n=82)

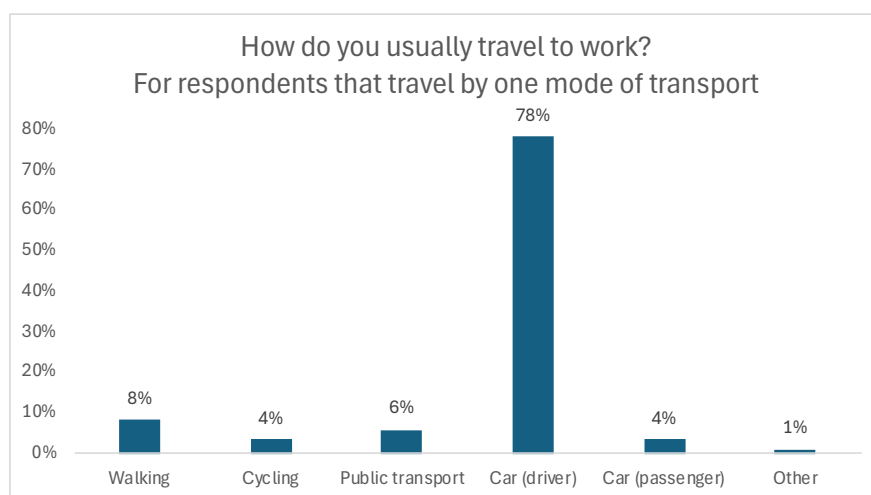
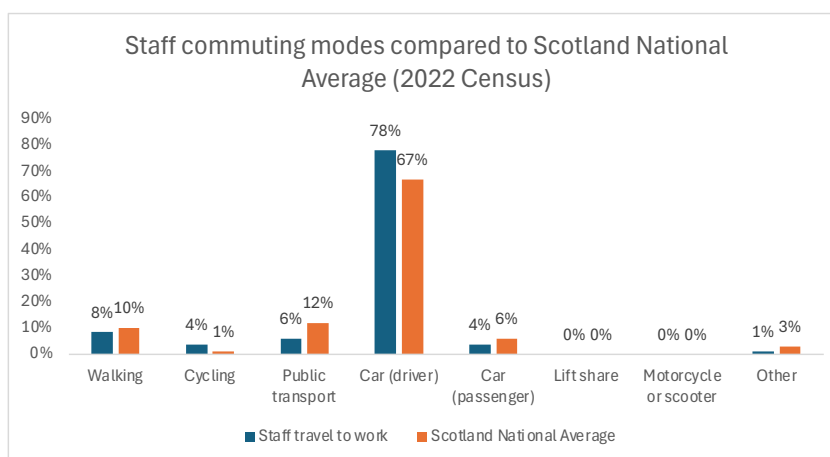


Figure 4 shows 'Walking' to work is slightly below the Scotland national average from the 2022 census, with 8% of staff walking compared to 10% nationally, suggesting there may be opportunities to encourage more active travel for short-distance commutes. Staff cycling rates are higher than the national average, with 4% of staff cycling compared to 1% nationally, indicating a relatively strong uptake of cycling as a commuting mode.

Public transport usage among staff is roughly half the national average, with 6% of staff using buses, trains, or other public transport compared to 12% nationally, showing limited use of these options.

Driving alone is the dominant commuting mode for staff, with 78% driving compared to 67% nationally, highlighting a high dependence on private vehicles. Car-sharing as a passenger is slightly lower than the national average, with 4% of staff compared to 6% nationally, indicating limited lift-sharing.

Figure 4: Staff commuting modes compared to Scotland National average



Some respondents reported using two, three, or four modes of transport to get to work. However, it is not clear whether these modes are used in the same journey or on different days, so it is recommended that the data should be interpreted as showing the range of transport options respondents rely on, rather than true multimodal trips.

Across all multi-mode respondents, 'car (driver)' is the most commonly reported mode, while 'walking', 'cycling', and 'public transport' are also included in various combinations. Shared modes such as 'car (passenger)', 'lift sharing', or 'motorcycle or scooter' are reported much less frequently. The data reflects the variety of modes people use, without information on how often or in what order each mode is used, or if all modes are used in the same trip or reflect different trips (Table 2, Table 3, Table 4).

Table 2: Modes of transport reported by respondents selecting two travel modes n=13

Modes of transport	Number of respondents
Car (driver) and Walking	4
Car (driver) and Cycling	2
Car (driver) and Public transport, eg bus, train	2
Car (driver) and Car (passenger)	1
Car (driver) and Lift share (share a lift with a colleague or spouse)	1
Car (driver) and Motorcycle or scooter	2
Walking and Car (passenger)	1

Table 3: Modes of transport reported by respondents selecting three travel modes n=5

Modes of transport	Number of respondents
Walking, Cycling, Car (driver)	1
Public Transport, Car (driver), Car (passenger)	1
Walking, Car (driver), Car (passenger)	1
Walking, Car (driver), Motorcycle or scooter	1
Walking, Public Transport, Car (passenger)	1

Table 4: Modes of transport selected by respondents selecting four travel modes n=1

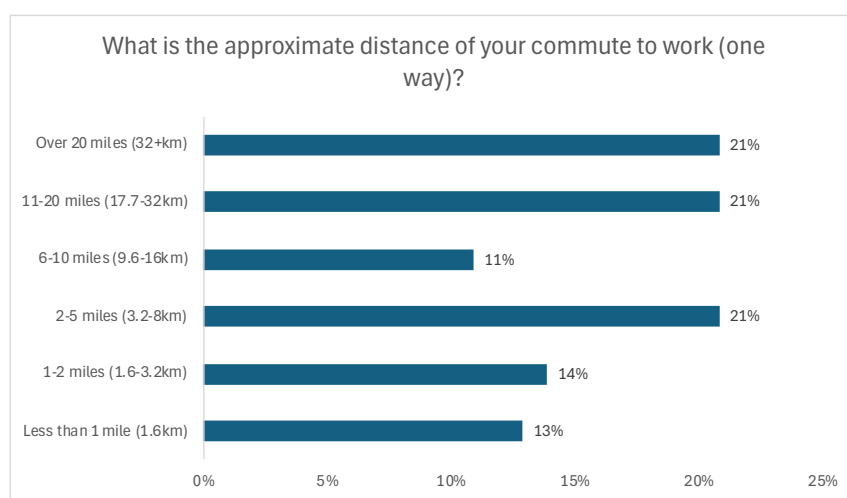
Modes of transport	Number of respondents
Walking, Cycling, Public Transport, Car (driver)	1

Distance travelled to work

Respondents were asked the approximate distance they travelled to work one way. Respondents could select their answer from pre-determined ranges.

Figure 5 highlights 21% of respondents travelled over '20 miles', with a further 21% travelling '11-20 miles'. 27% of respondents travelled 2 miles or less for their commute to work.

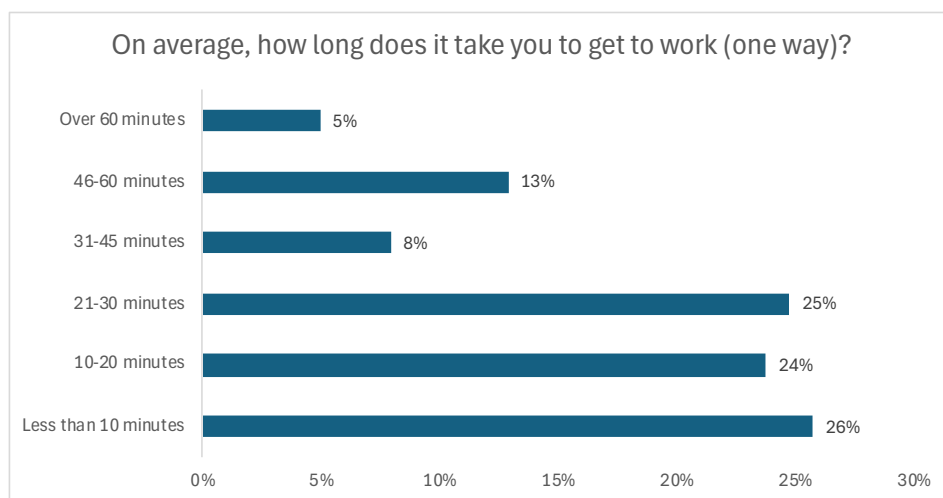
Figure 5: Distance of commute. n=101



Commute time to work

Figure 6 indicates 75% of respondents have a commute time one way of 30 minutes or less. Only 28% of respondents have a commute time of 46 minutes or more. This could imply that the majority of respondents could have the potential to carry out their journey to work using active travel. In particular journeys of less than 10 minutes by car having the potential to be carried out using active travel.

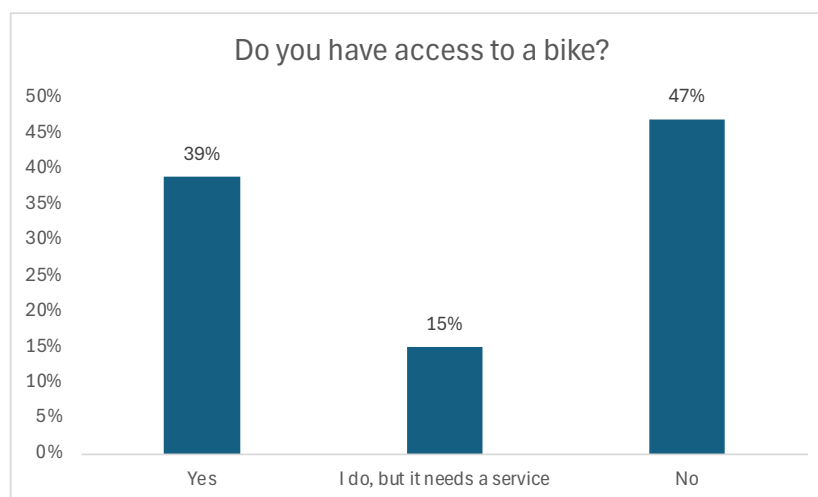
Figure 6: How long does it take you to get to work? n=101



3.1.3 Access to a bike

A large proportion of respondents do not have access to a bike. Less than half of respondents (39%) currently have access to a bike in usable condition. A slightly higher proportion (47%) reported 'no' to 'do you have access to a bike?'. A further 15% of respondents have access to a bike but it requires servicing, indicating that they may not be using their bikes or that their bike may not be roadworthy (Figure 7).

Figure 7: Do you have access to a bike? n=101



3.1.4 Barriers to active travel

Respondents were asked 'if you do not regularly use active travel, what are the main reasons?' Figure 8 highlights a range of factors that limit uptake of active modes. Respondents could select all response answers that applied to them. Practical barriers such as 'distance is too far' (42%) and 'poor weather conditions' (40%) were the most commonly reported barriers followed 'not enough time' (36%).

Of the 42 respondents that mentioned *'distance is too far'* the majority of them had the longer commutes to work. 31% (13 respondents) of respondents that selected *'distance is too far'* had a one-way commute to work of 11-20 miles and 38% (16 respondents) of respondents had a commute of over 20 miles. 4% (2 respondents) who indicated *'distance too far'* reported travelling less than two miles to work. One respondent selected *'car (driver)'* as their mode of transport while the other selected both *'car (driver)'* and *'walking'*.

36% of respondents mentioned *'not enough time'* as a reason for not regularly using active travel. This is likely to refer to using active travel to commute to work. Of the 36 respondents who selected *'not enough time'*, 58% of respondents (n=21) have a one-way commute of 6 miles or more. However, 42% (15 respondents) of respondents who mentioned *'not enough time'* have a commute of 5 miles or less. This could be because they have other time-based commitments such as the school drop off or caring responsibilities.

'Time and childcare drop off/pick up'

78% of respondents (28 respondents) who mentioned *'not enough time'* have a one-way commute of 30 minutes or less. Of which 24 respondents reported travelling to work using a single mode of transport as a *'car driver'*. Four respondents reported using two or more modes of transport, all of which included driving. One respondent selected *'walking'* and *'car driver'* another listed *'public transport'* and *'car driving'*, a third listed *'walking'*, *'cycling'*, and *'car driving'*, and a fourth listed *'cycling'* and *'car driving'*.

31% (n=11) of respondents who selected *'not enough time'* indicated they do not have access to a bike, and 25% (n=9) have access to a bike that needs a service.

Infrastructure-related issues are also significant. Nearly a quarter of all respondents (24%) identified the *'lack of dedicated, protected cycle lanes'*, 22% cited *'unsafe road conditions, e.g., potholes, narrow paths'* and 21% reported *'no safe or accessible routes available'*. Other infrastructure concerns including *'poor lighting'* (7%) and *'lack of secure bike storage'* (3-7%) are less frequently cited, but still present barriers to certain groups.

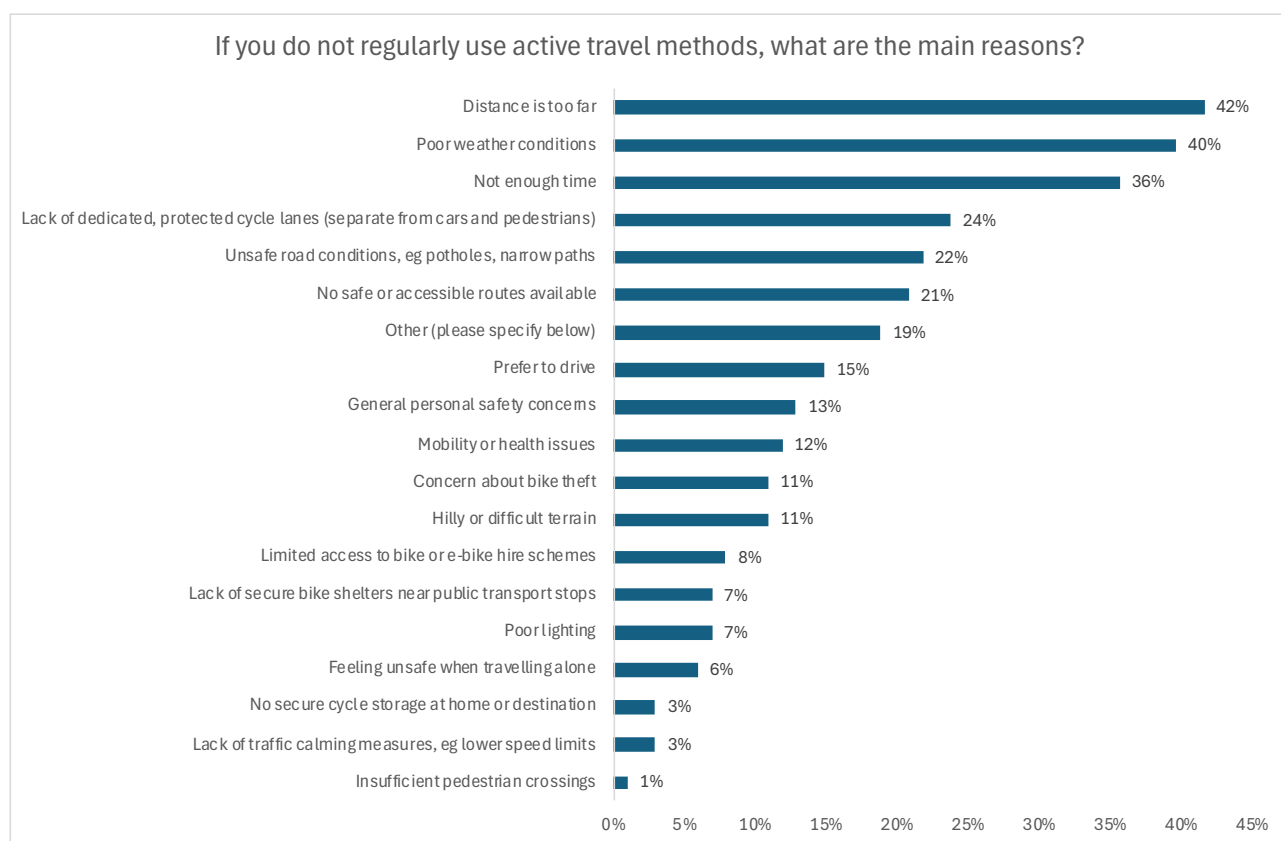
Safety and personal factors also influence travel choices. *'General personal safety concerns'* (13%), *'feeling unsafe when travelling alone'* (6%) and *'mobility or health issues'* (12%) indicate that personal security and physical ability are relevant considerations. *'Prefer to drive'* (15%) further highlights habitual or convenience factors.

Of those that selected *'other'* several mentioned needing a vehicle for work purposes.

'Needing car while at work for home visits.'

'My role requires me to have access to a vehicle for responding to incidents - I would genuinely like to cycle but that would add on around 30 minutes and unless I had a designated vehicle or left my own here I'd be unable to fulfil my role.'

Figure 8: Main reasons for not regularly using active travel n=101



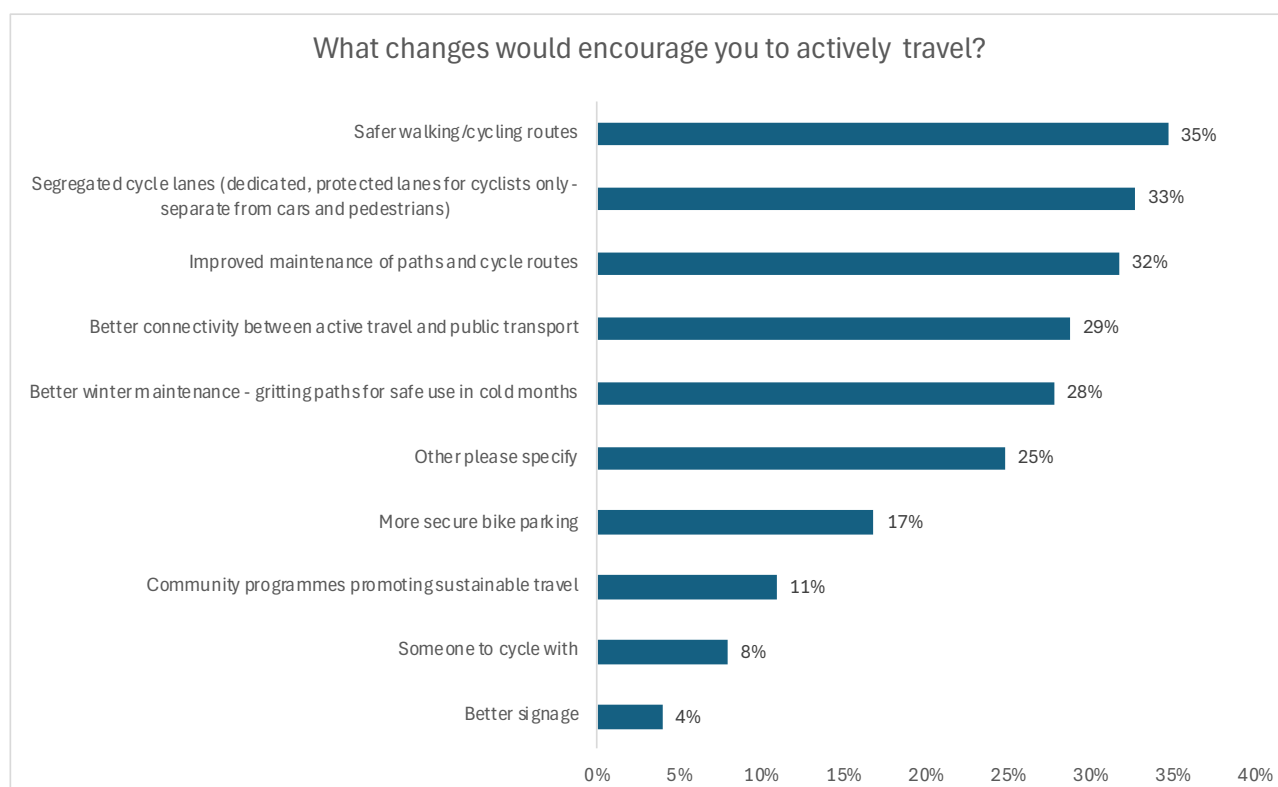
3.1.5 What would encourage you to use active travel

All respondents were asked 'what changes would encourage you to actively travel?' The responses indicate a range of factors that could encourage people to walk, cycle and wheel more often. Figure 9 indicates the most cited answer was 'safer walking/ cycling routes' as stated by 35% of respondents. 33% of respondents selected 'segregated cycle lanes (dedicated, protected cycle lanes for cyclists only- separate from cars and pedestrians)', and 32% cited 'improved maintenance of paths and cycle routes'. This shows that respondents place high importance on both safety and the quality of active travel infrastructure.

Connectivity and convenience are also important, with 29% of respondents highlighting 'better integration between active travel routes and public transport'. Seasonal usability is also a concern with 28% suggesting 'improved winter maintenance such as gritting paths for safe use in colder months' would be beneficial.

Of the respondents who mentioned 'other', answers included that the distance was too far, suggesting that they may have been answering the question for travel to work rather than active travel more generally. Others mentioned that they already use active travel as all respondents were required to answer this question, even respondents who stated they use active travel daily. There was also mention of requiring shower and changing facilities, having more time to travel to work, the benefits of offering flexi working. The issue of 'gritting cycle lanes and clearing debris' was also raised.

Figure 9: Changes that would encourage active travel n=101



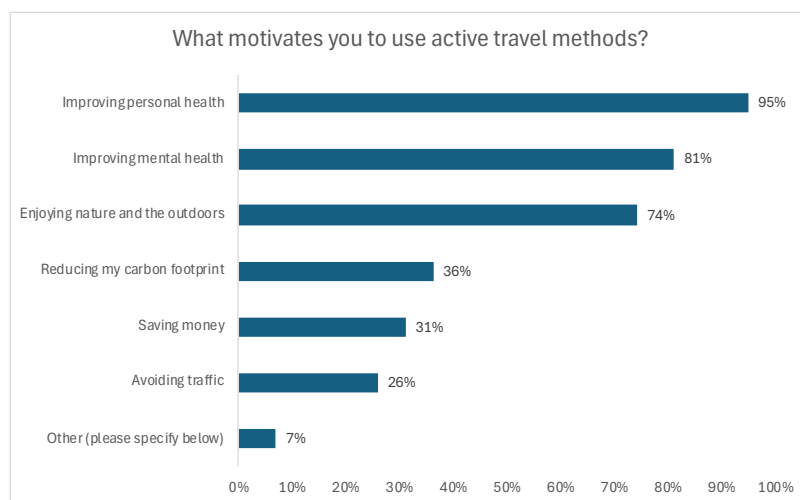
3.1.6 Motivations to use active travel

58 respondents answered 'yes' to currently participating in any form of active travel. These respondents were asked '*what motivates you to use active travel methods?*' Respondents could select as many responses as were applicable. Figure 10 shows the most popular response (95%) for being motivated to use active travel was '*improving personal health*'. This was followed by '*improving mental health*' at 81%. This suggests that the physical and mental health benefits of active travel are the biggest motivators to carry out active travel amongst respondents who already participate in active travel.

Enjoying nature and the outdoors was chosen by 74% of respondents, highlighting the experiential and lifestyle benefits of active travel. Environmental and financial considerations were less prominent, with 36% selecting '*reducing my carbon footprint*' and 31% choosing '*saving money*'

26% of respondents who participate in active travel selected '*avoiding traffic*' as a reason for participating in active travel, suggesting that this factor does not influence respondents to participate in active travel as much as improvements to health. Of those that selected '*other*' a respondent who lives in Linlithgow mentioned '*it's easier to walk than get parked in Linlithgow*'. Two respondents mentioned they don't have access to a car, and two mentioned that '*dog walking*' motivating them to use active travel.

Figure 10: What motivates you to use active travel? n=101



3.1.7 Likelihood of using active or sustainable travel if options were better

The majority of respondents would be more likely to use active or sustainable transport if there was more dedicated cycle paths separated from the traffic or improved public transport options. 77% of respondents selected either 'very likely' or 'somewhat likely' of which 41% selected 'very likely' (Figure 11).

Respondents who selected anything but 'very likely' were asked to give their reasons. Most respondents appeared to answer this question as if they were using active travel to get to work and not for using active travel for everyday journeys such as trips to the shop, visiting friends or undertake leisure activities. These respondents stated that the distance was too far or that they need their car for their job.

'Current travel time is already 2 hours a day. Active travel options would take longer which I can't build into my day when e.g. collecting children from childcare.'

'I need my vehicle to carry out my job'

Two respondents mentioned that the current path network is good but that they need to be better maintained and promoted to get more people to use them. One respondent mentioned that it is more important that routes are convenient rather than segregated.

'There is no point in having more routes when the routes already available are not being properly maintained; that makes no sense at all and is a complete waste of resource. Surely, instead of investing in more paths etc, a better use of such resources would be to improve and maintain the ample routes already available, many of which are left badly neglected.'

'What we have already is excellent and, again, we need to reinforce this to our community'

'I think that unless routes are convenient for users then segregation is irrelevant'

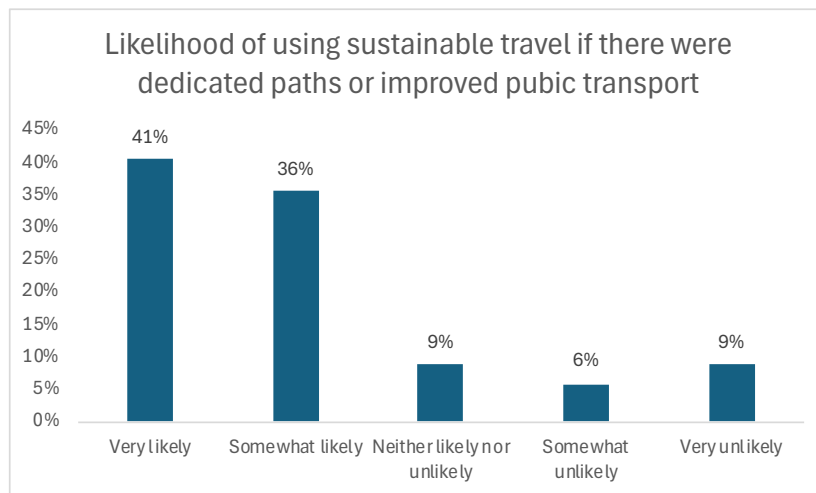
Answers also referring to the distance of the journey and the weather conditions.

'It would be dependent on time and the weather'

‘Weather dependent, needs of job dependent’

‘Time is a factor I would need to consider and the weather also’

Figure 11: Likelihood of Choosing Sustainable Travel with Dedicated Paths or Enhanced Public Transport. n=101

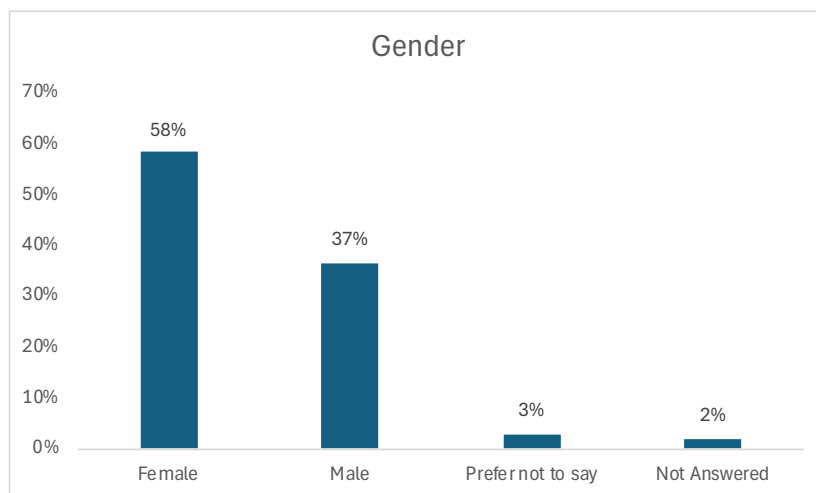


3.2 Demographic information

Gender

58% of respondents to the staff travel survey indicated they were *‘female’* and 37% indicated they were *‘male’*. 2% of respondents chose not to declare their gender opting for *‘prefer not to say’*. 2% of respondents did not answer the question on gender (Figure 12).

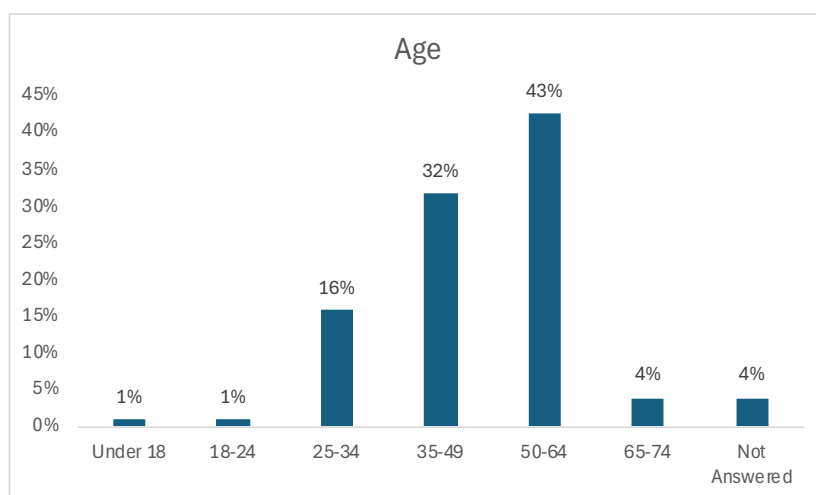
Figure 12: Gender n=101



Age

The survey respondents were predominantly middle-aged and older adults. The largest group was 50-64 years old (43%), followed by 35-49 years old (32%), together making up 75% of respondents. Adults aged 25-34 represented 16% of respondents while younger adults 18-24 years and those under 18 were minimally represented at 1% each. A small proportion (4%) were aged 65-74 and 4% did not provide their age (Figure 13).

Figure 13: Age n=101



3.3 Cross Tabulations

3.3.1 Mode of transport vs. place of residence

Driving a car is the overwhelmingly dominant mode of transport across nearly all locations, with most towns reporting the majority of respondents as car drivers, as shown in Table 5. Public transport and cycling are far less common, appearing in only a few locations, while walking is

reported only in Alloa by 5 respondents and Clackmannan by 1 respondent. Alloa, with 11 respondents in total, shows the most diverse travel patterns, including 6 car drivers and 5 walking, making it the only location with a significant number of people walking. Tillicoultry, with 6 respondents, also demonstrates some diversity in travel patterns, with 4 respondents driving a car and 3 using public transport. Sauchie and Stirling, each with 7 respondents, are mostly car drivers, with only small numbers using public transport or travelling as passengers. In most other locations, where there are only 1–3 respondents, nearly all travel by car, either as drivers or passengers, highlighting the very limited use of alternative modes outside the larger towns.

Table 5: Where do you live and mode of transport

Where do you live?	Sum of responses	Where do you live?	Sum of responses	Where do you live?	Sum of responses
Aberdeen	2	Denny	1	Menstrie	2
Car (driver)	1	Car (driver)	1	Car (driver)	1
Public Transport	1	Doone	1	Cycling	1
Airdrie	1	Car (driver)	1	Penicuik	1
Car (driver)	1	Dunfermline	1	Car (driver)	1
Alloa	11	Car (driver)	1	Perthshire	1
Car (driver)	6	Dunipace	1	Car (driver)	1
Walking	5	Public Transport	1	Powmill	1
Alva	2	Edinburgh	1	Car (driver)	1
Car (driver)	1	Car (driver)	1	Prestonpans	1
Car (passanger)	1	Falkirk	2	Car (driver)	1
Bo'ness	1	Car (driver)	2	Robroyston	1
Car (passanger)	1	Frankerton	1	Car (driver)	1
Broxburn	1	Car (driver)	1	Sauchie	7
Car (driver)	1	Fife	3	Car (driver)	5
Cairneyhil	1	Car (driver)	3	Car (passanger)	1
Car (driver)	1	Freuchie	1	Walking	1
Cambus	1	Car (driver)	1	Stirling	7
Car (driver)	1	Glasgow	2	Car (driver)	6
Clackmannan	5	Car (driver)	2	Public Transport	1
Car (driver)	4	Grangemouth	2	Strathtay	1
Walking	1	Car (driver)	2	Car (driver)	1
Coatbridge	1	Kirkcaldy	1	Tillicoultry	6
Car (driver)	1	Car (driver)	1	Car (driver)	4
Crossford	1	Larbert	3	Public Transport	2
Car (driver)	1	Car (driver)	3	Tullibody	4
Cumbernauld	1	Linlithgow	1	Car (driver)	3
Car (driver)	1	Car (driver)	1	Cycling	1

3.3.2 Mode of transport vs. Distance to work

The results reported in this section reflect answers from respondents who selected only one mode of transport. Table 6 shows that 'car (driver)' is the dominant mode of transport across all commuting distances. 'Walking' and 'cycling' are largely limited to short distances, with 'walking' most common for trips under 1 mile and 'cycling' appearing only for 1–2 mile and 11–20 mile journeys. 'Public transport' is mainly used for medium to long distances, while 'car (passenger)' are rare across all distances. Overall, it appears mode choice is strongly influenced by distance, with active travel typically only used for very short commutes and longer journeys almost entirely reliant on driving.

Table 6: Number of respondents by distance travelled to work and mode of transport

	Car (driver)	Car (passenger)	Cycling	Public transport, eg bus, train	Walking	Grand Total
Less than 1 mile (1.6km)	5			1	4	10
1-2 miles (1.6-3.2km)	6		2			8
2-5 miles (3.2-8km)	15	1		1	2	19
6-10 miles (9.6-16km)	8			1		9
11-20 miles (17.7-32km)	15	1	1		1	18
Over 20 miles (32+km)	14	1			2	17
Grand Total	63	3	3	5	7	81

Distance travelled by mode

It is estimated that 846 miles are travelled by respondents on their commute (one-way). Distance travelled by mode was estimated using the midpoint of each distance range, multiplied by the number of respondents in that range for each mode of transport. Overall, car driving accounts for the vast majority of commuting distance, totalling 699 miles, far exceeding all other modes. Public transport contributes 61.5 miles, while walking (24 miles) and cycling (18 miles) make only relatively small contributions. Car passengers account for 43.5 miles, indicating that most car journeys are made individually (Table 7). These figures highlight a strong reliance on private cars for commuting, with active travel and public transport playing a comparatively minor role in overall distances travelled.

Table 7: Total distance travelled to work by mode of transport

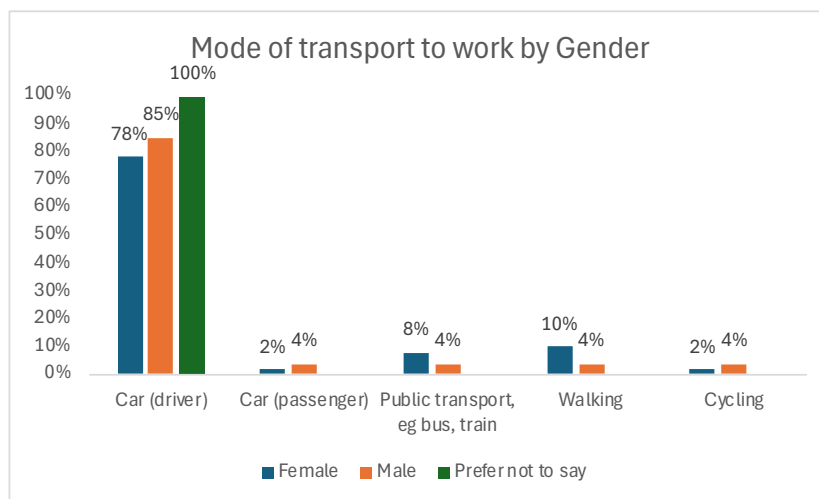
Distance travelled to work	Car driver miles	Car passenger miles	Cycling miles	Public transport miles	Walking miles
Less than 1 mile (1.6km)	2.5	0	0	0.5	2
1-2 miles (1.6-3.2km)	9	0	3	0	0
2-5 miles (3.2-8km)	52.5	3.5	0	3.5	7
6-10 miles (9.6-16km)	60	0	0	7.5	0
11-20 miles (17.7-32km)	225	15	15	0	15
Over 20 miles (32+km)	350	25	0	50	0
Grand Total	699	43.5	18	61.5	24

3.3.3 Mode of transport vs. gender

79 respondents gave their gender and travelled to work by one mode of transport. Figure 14 indicates that driving a car is by far the dominate mode of transport for respondents. Among females, the majority travel by car as a driver (78%, 39 respondents), with smaller shares using 'walking' (10%, 5 respondents), 'public transport' (8%, 4 respondents), 'cycling' (2%, 1 respondent), or traveling as a 'car passenger' (2%, 1 respondent). Males showed a slightly higher preference for

driving (85%, 23 respondents), with minor use of 'cycling', 'walking', 'car passenger', and 'public transport' (4%, 1 respondent each). Of the 2 respondents who did not disclose their gender, both reported using a car as a driver (100%). Overall, car travel dominates across all groups, while active travel and public transport are rarely used.

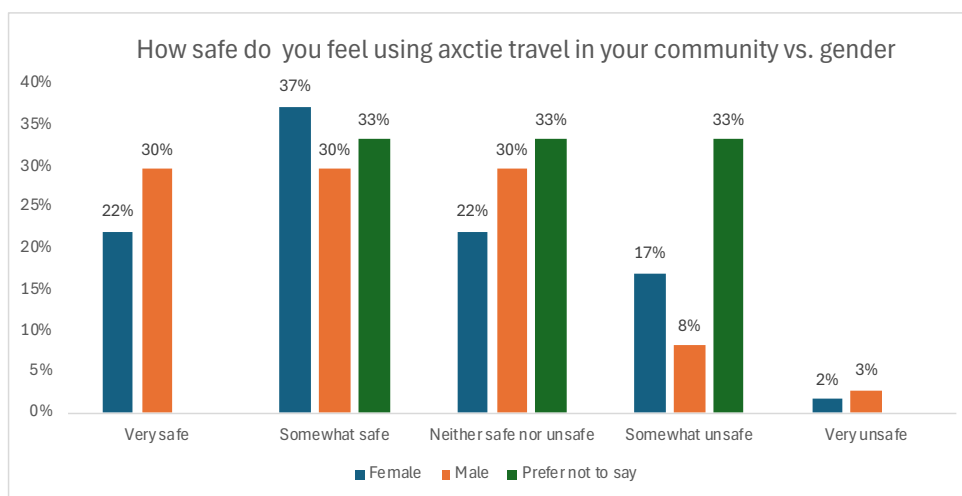
Figure 14: One mode of transport to work and gender (Female n=50, Male n=27, Prefer not to say n=2)



3.3.4 Perception of safety vs. gender

Most respondents feel moderately safe while traveling. 'Very safe' ratings were higher among males (30% (n=11)) than females (22%) (n=13), while 'somewhat unsafe' responses were more common among females (17%) (n=10) than males (8%) (n=3). Those who did not disclose gender were evenly split between 'somewhat safe', 'neither safe nor unsafe', and 'somewhat unsafe' with 1 respondent for each (Figure 15).

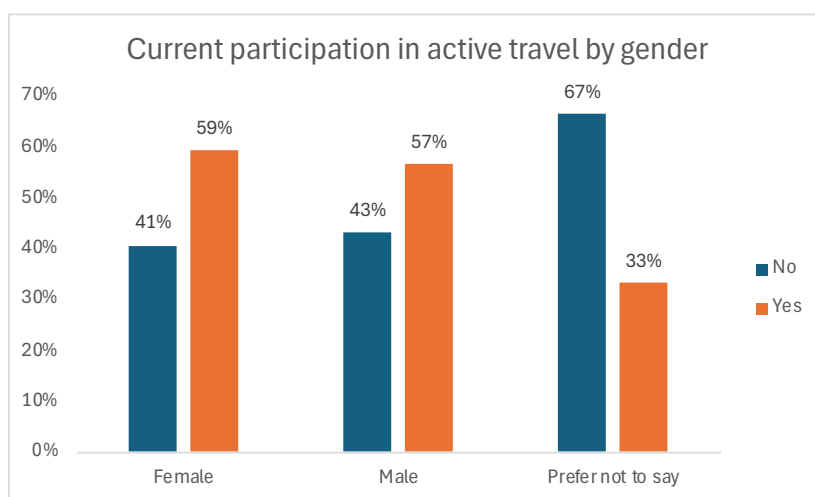
Figure 15: How safe do you feel using active travel and gender. (Female n=59, Male =37, Prefer not to say=3)



3.3.5 Participation in active travel vs. gender

59% of female respondents stated that they take part in active travel with a similar proportion 57% of males respondents stating that they take part in active travel. 33% of respondents that chose not to disclose their gender take part in active travel (Figure 16). It seems likely that respondents who answered this question responded for any type of journey, not just their journey to work.

Figure 16: Current participation in active travel by gender (Female n=58, Male n=37 Prefer not to say=3)



3.3.6 Access to a bike by place of residence

Table 8 shows access to bicycles varies across towns, with some respondents reporting fully functional bikes (e.g., Alloa, Larbert, Stirling, Tillicoultry) and a smaller number having bikes that require servicing. A significant portion of respondents, particularly in towns such as Alloa, Clackmannan, Sauchie, and Stirling, do not have access to a bike at all. This uneven access suggests that cycling as a commuting option is limited by both availability and bike maintenance issues, highlighting potential opportunities to improve bike provision and support for active travel.

Table 8: Access to a bike and place of residence

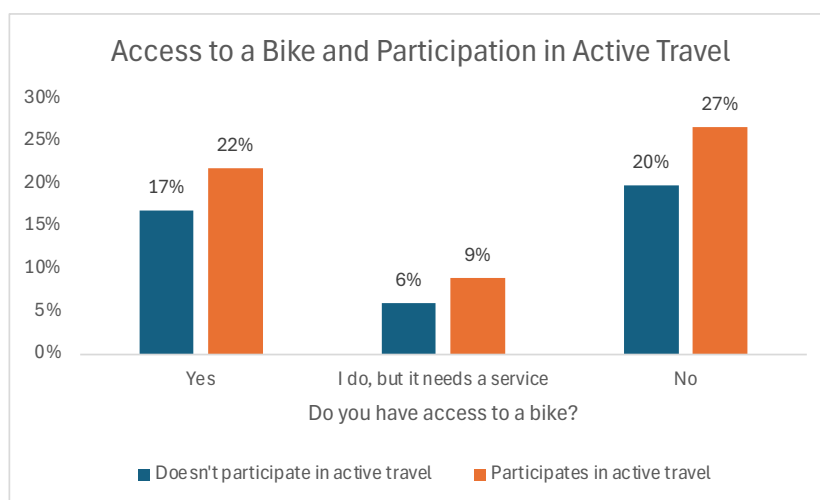
	Do you have access to a bike?		
	Yes	I do, but it needs a service	No
Aberdeen			2
Airdrie	1		
Alloa	8	2	8
Alva	1	1	
Auchterarder	1		
Bo'ness			1
Broxburn		1	
Cairneyhill			1
Callander		1	
Cambus	1		
Clackmannan	2	1	3
Coatbridge	1		
Crossford			1
Cumbernauld	1		
Denny		1	
Dollar			1
Doune	1		
Dunfermline	2		2
Dunipace			1
Edinburgh	1		1
Falkirk		1	1
Fankerton			1
Fife	1	1	1
Freuchie			1
Glasgow	1		1
Grangemouth	1		1
Kirkcaldy			1
Larbert	3		
Linlithgow		1	
Menstrie	2		1
Penicuik			1
Perthshire	1		
Powmill		1	
Prestonpans			1
Robroyston			1
Sauchie	1	2	6
Stirling	3		5
Strathtay	1		
Tillicoultry	3	1	2
Tullibody	2		2

3.3.7 Access to a bike and active travel behaviours

Figure 17 shows 27% of respondents answered 'no' to having access to bike and answered 'yes' to participating in active travel. This may suggest that these respondents walk or wheel as their methods of active travel. Conversely, 20% of respondents answered 'no' to having access to a bike, and 'no' to participating in active travel.

Results also show that 22% of respondents have access to a bike and participate in active travel, whilst 17% of respondents answered 'yes' to having access to a bike but 'no' to participating in active travel. This could imply that they either do not use their bikes or that they use their bikes for leisure purposes, which they do not class as active travel.

Figure 17: Access to a bike and participation in active travel n=101



3.3.8 Access to a bike and mode of active travel

Table 9 shows that access to a bike strongly influences participation in cycling, with respondents who have a fully functional bike reporting the most cycling activity, while those without a bike rarely cycling. Walking remains the most common form of active travel across all bike-access categories, and running or wheeling is reported by smaller numbers regardless of bike availability. Bikes that need servicing reduce cycling participation, but do not prevent respondents from walking or running. Overall, the data highlights that bike availability is a key factor for cycling, while other forms of active travel are less dependent on equipment.

Table 9: Active travel participation and access to a bike

		Do you have access to a bike ?		
		Yes	I do, but it needs a service	No
Modes of active travel used	Walking	31%	16%	47%
	Cycling	24%	5%	2%
	Wheeling, eg wheelchair or	2%	0%	0%
	Running	10%	2%	5%

3.3.9 Bike ownership and cycle more often

68% (n=32) of respondents who do not have access to a bike answered 'no' to would you cycle more often if offered or had access to a bike. 32% (n=15) of respondents who do not have access to a bike responded 'yes' to cycling more often if offered or had access to a bike (Figure 18). Of these that answered 'no' reasons included 'no storage for a bike' (2 respondents) or 'too far' (6 respondents). While some comments simply stated 'too far' it is likely that most respondents were referring to the distance to work rather than local trips for shopping or leisure. The majority of those mentioning distance appear to consider cycling to work as the primary issue. Three respondents mentioned not being able to ride a bike or not being a confident rider, whilst 4 mentioned 'preferring to walk'. One respondent mentioned a personal preference for an e-bike rather than a push bike.

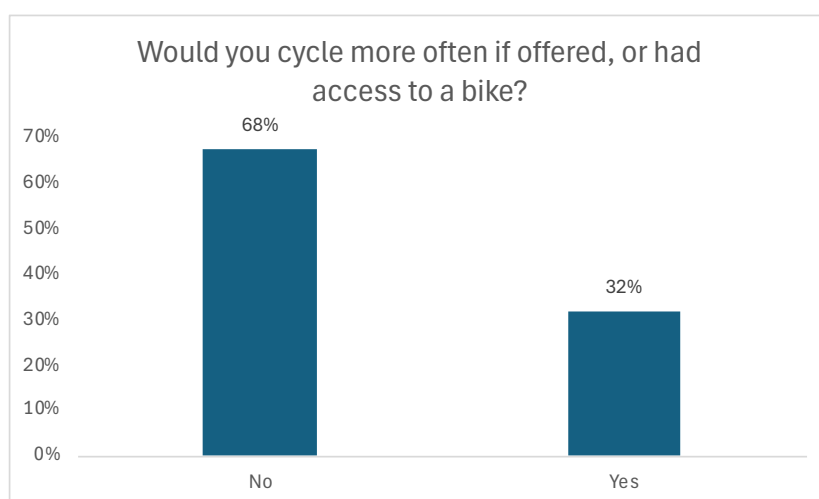
'I would walk rather than cycle if I had more time.'

'Happier to walk'

'Too far to cycle to work'

'Electric bike, yes, but a pushbike would not be practical for home visits, due to exertion and how it would affect personal presentation.'

Figure 18: Would you cycle more if you had access to a bike? (n=47)



3.3.10 Bike ownership vs. bike storage availability

Only respondents that stated that they have access to a bike were asked 'do you have somewhere to safely store a bike?' and 'Would you like to see more safe public storage facilities?'

96% (n=52) of respondents who have access to a bike have somewhere to safely store a bike as highlighted in Table 10. This suggests there is a correlation between having somewhere secure to store a bike and levels of bike ownership.

Table 10: Availability of safe bike storage by bike access n=54

Do you have somewhere to safely store a bike?	Has access to a bike
No	4%
Yes	96%

Table 11 shows 62% (n=33) of respondents who have access to a bike would like to see additional, secure public storage facilities.

Table 11: Access to a bike and would you like to see more safe public storage. n=54

Would you like to see more safe public storage?	Has access to a bike
No	39%
Yes	62%

Respondents who stated they wanted to see more secure, public storage facilities were asked *'where would you like to see more safe public bike storage facilities?'* Responses included:

'At the main local shopping or tourist hubs e.g. Sterling Mills, Morrisons Alloa, Menstrie & Alva for access to hills.'

There was also mention of wanting additional safe public bike storage at town centres and workplaces, along with at the train station and near to cafes in town.

3.3.11 Willingness to use an e-bike vs. gender & age

All respondents were asked if they would consider using an e-bike if provided through a scheme. Figure 19 highlights that males were more willing to consider using an e-bike, with 70% of male respondents (n=26) indicated they were willing to use an e-bike whilst 49% of females (n=29) indicated they were willing to consider using an e-bike. Thirty-three percent of respondents who preferred to not disclose their gender (n=1) were willing to consider using an e-bike.

Figure 19: Willingness to use an e-bike and gender (Female n=59, Male n=37, Prefer not to say n=3)

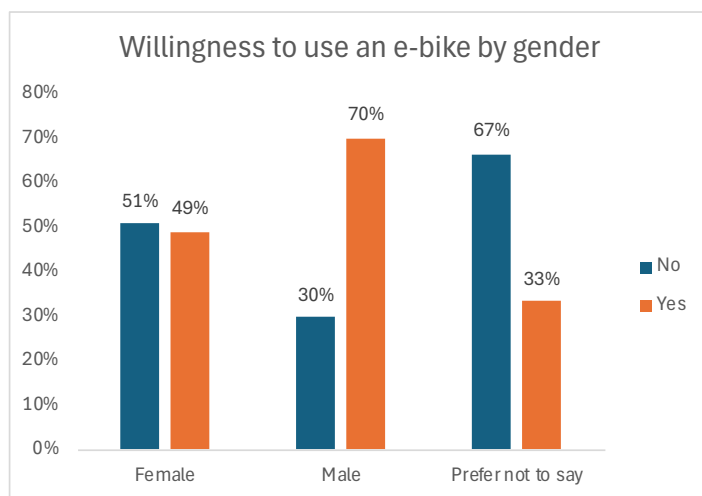
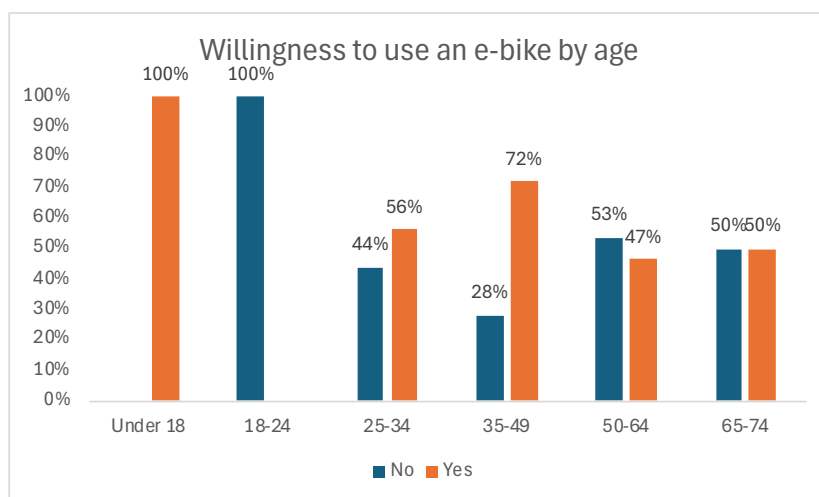


Figure 20 reveals clear age-related differences in willingness to consider using an e-bike. The youngest group, under 18 (1 respondent), was fully willing, while the 18–24 group (1 respondent) was not. Among adults aged between 25–34 and 35–49, the majority were willing (56%, 9 respondents; 72%, 23 respondents, respectively), indicating strong engagement in these middle-age groups. Older adults were more divided: 50–64-year-olds slightly leaned towards 'No' (53%, 23 respondents), and 65–74-year-olds were evenly split (50%, 2 respondents each). Overall, of those surveyed, willingness peaks in the youngest and middle-aged groups, while older adults show mixed responses, highlighting generational differences in attitudes toward e-bike use.

Figure 20: Willingness to consider using an e-bike by age group (under 18 years n=1, 18–24 years n=1, 25–34 years n=16, 35–49 years n=32, 50–64 years n=43, 65–74 years n=4)

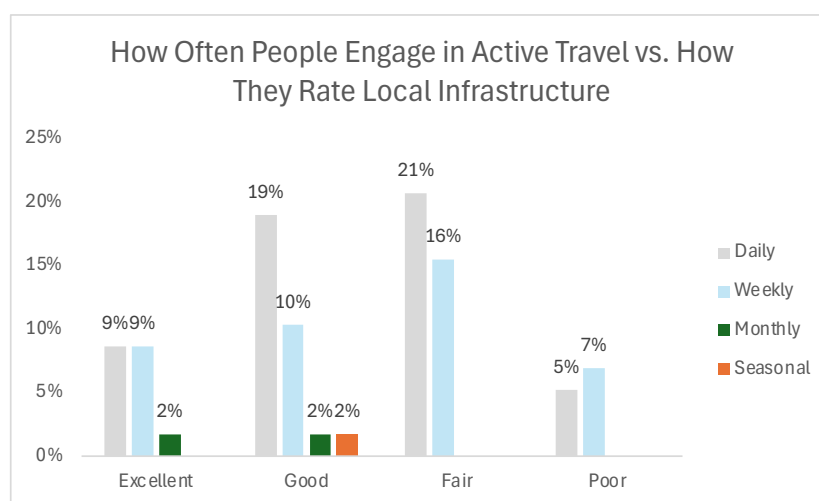


3.3.12 Frequency of active travel & perception of infrastructure

A total of 58 respondents indicated that they use active travel. These respondents were asked their frequency of using active travel. The cross-tabulations show how respondents' frequency of active travel relates to their perception of the infrastructure. Among 'daily' users, most rated the

infrastructure as 'fair' (21%) (12 respondents) or 'good' (19%) (11 respondents), with smaller proportions rating it as 'excellent' (9%) (5 respondents) or 'poor' (5%) (3 respondents). 'Weekly' users showed a similar pattern, with the majority selecting 'fair' (16%) (9 respondents) or 'good' (10%) (6 respondents), and a slightly higher proportion rating it as 'poor' (7%). For 'monthly' and 'seasonal' users, the numbers are very low, with only small percentages rating the infrastructure as 'excellent' (2%) or 'good' (2%), and no respondents selecting 'fair' or 'poor'. Overall, the data suggests that more frequent active travel users tend to provide more nuanced assessments, generally rating the infrastructure as 'fair' or 'good', while infrequent users contribute very little to the overall pattern (Figure 21).

Figure 21: Active travel frequency and rating of local infrastructure n=58



3.3.13 Barriers to active travel by gender

All respondents were asked to identify barriers to active travel. Respondents could select all categories that applied to them. The survey identified several barriers to active travel, with some differences by gender.

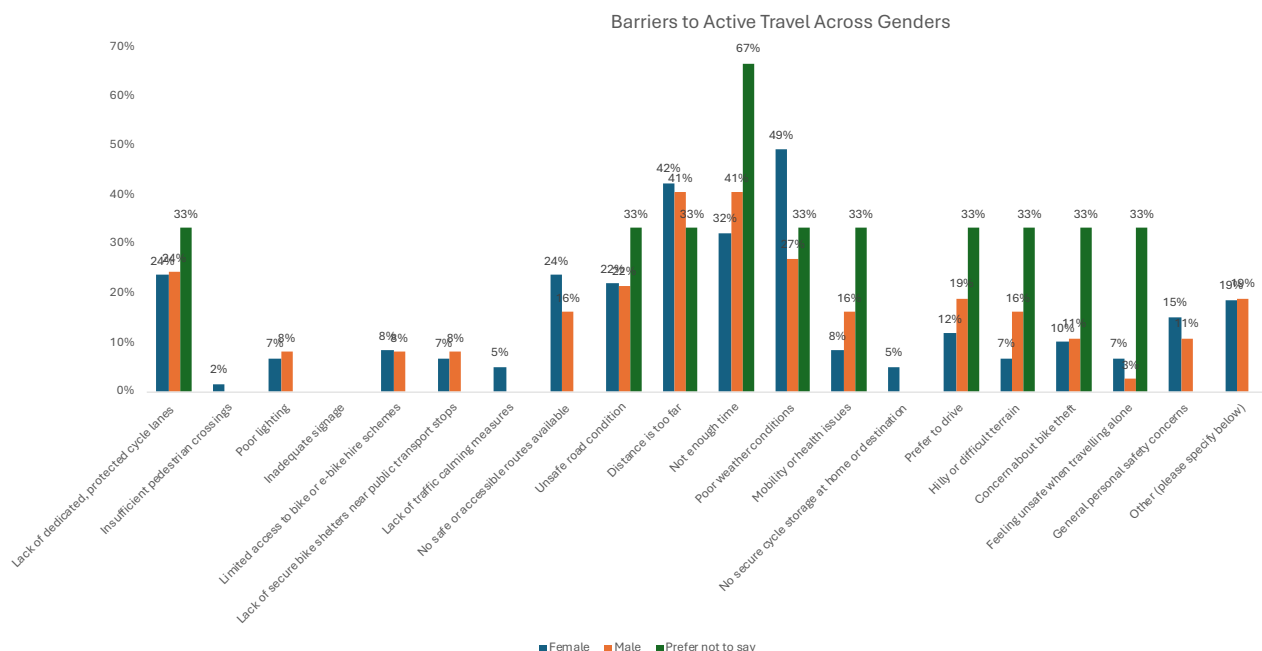
Females most commonly reported 'poor weather' (49%) (n=29), 'distance too far' (42%) (n=25), 'not enough time' (32%) (n=19), and 'unsafe road condition' (22%) (n=13), along with 'lack of dedicated protected cycle lanes' (24%) (n=14) and 'no safe or accessible routes' (24%) (n=14).

Males most commonly cited 'distance too far' (41%) (n=15), 'not enough time' (41%) (n=15), 'unsafe road conditions' (22%) (n=8), 'poor weather' (27%) (n=10), and infrastructure issues such as 'lack of dedicated protected lanes' (24%) (n=9).

Those preferring not to disclose gender highlighted 'not enough time' (67%) (n=2), 'mobility or health issues' (33%), 'unsafe road conditions' (33%), and 'preference to drive' (33%) (Figure 22).

Overall, distance, time, safety, weather, and infrastructure were the main barriers, with gender- and accessibility-related differences.

Figure 22: Barriers to active travel across genders, (Females n=59, Males n=37, Prefer not to say n=3)



3.3.14 What could encourage different genders to use active travel

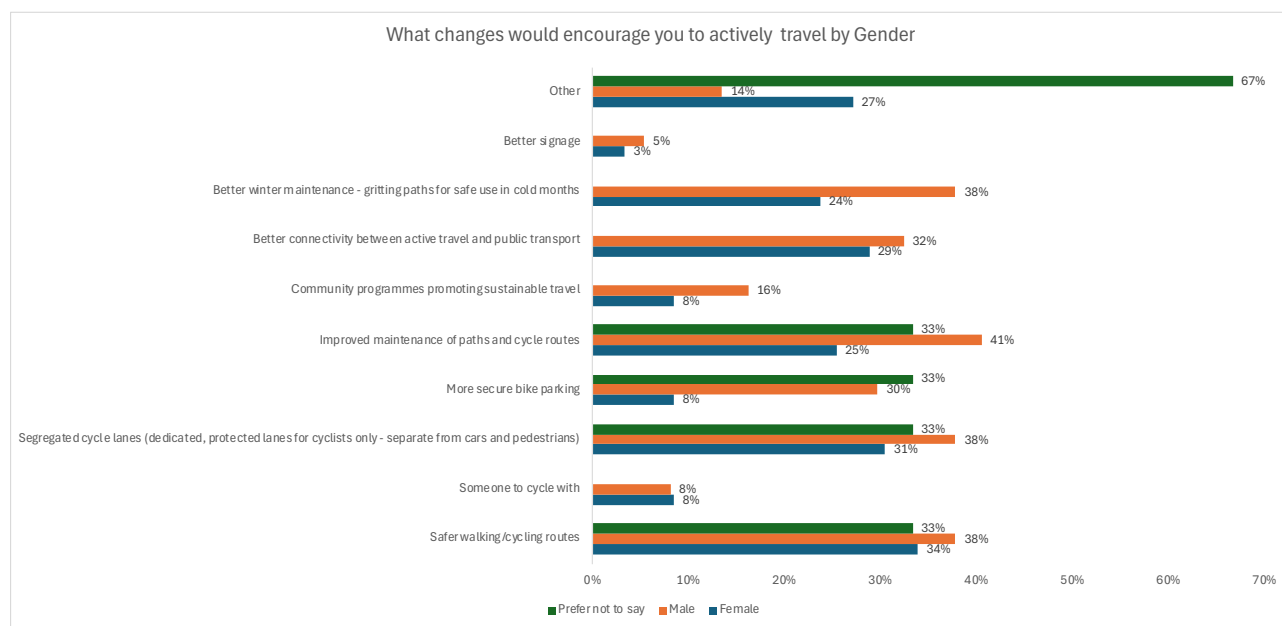
Figure 23 highlights the factors that could encourage different genders to use active travel. Among females, the top priorities were '*safer walking and cycling routes*' (34%, 20 respondents), '*segregated cycle lanes*' (31%, 18 respondents), and '*better connectivity with public transport*' (29%, 17 respondents), with a notable proportion also indicating '*Other*' factors (27%, 16 respondents). Of those selecting '*Other*' two respondents noted that they already use active travel, three indicated that they live too far away (suggesting the question was considered in the context of commuting), and two mentioned the need for shower and changing facilities.

Males tended to prioritise '*safer walking and cycling routes*' (38%, 14 respondents), '*segregated cycle lanes*' (38%, 14 respondents), '*more secure bike parking*' (30%, 11 respondents), and '*improved maintenance of paths and cycle routes*' (41%, 15 respondents), with '*better winter maintenance*' (38%, 14 respondents) also highlighted as important.

Respondents who preferred not to disclose their gender emphasised '*Other*' factors (67%, 2 respondents), with one respondent citing mobility issues and one providing no reason. This group also showed equal preference (33% each, 1 respondent) for '*safer walking/cycling routes*', '*segregated cycle lanes*', and '*improved maintenance of paths and cycle routes*'.

Overall, safety, dedicated infrastructure, and maintenance consistently emerge as the most important factors across all groups, with additional considerations such as accessibility, distance, and facilities influencing individual responses.

Figure 23: What would encourage you to actively travel by gender (Female n=59, Male n=37, Prefer not to say n=3)



3.3.15 Changes That Would Encourage Active Travel by Age

Figure 24 illustrates the factors that different age groups identify as encouraging greater use of active travel. For the youngest respondents, under 18 and 18–24-year-olds (1 respondent each), all indicated that 'safer walking and cycling routes', 'segregated cycle lanes', and 'more secure bike parking' would encourage them to use active travel. The under-18 respondent also noted 'someone to cycle with' and 'better winter maintenance', while the 18–24 respondent emphasized 'improved maintenance of paths' and 'better connectivity with public transport'. These responses represent individual perspectives rather than broader trends due to the very small sample size for these age groups.

Among middle-aged groups, 25–34-year-olds highlighted 'safer walking/cycle routes' (31%, 5 respondents), 'segregated lanes' (31%, 5 respondents), 'more secure bike parking' (25%, 4 respondents), 'Improved maintenance of paths and cycle route' (25%, 4 respondents), 'community programmes' (13%, 2 respondents), 'better connectivity to public transport' (25%, 4 respondents), and 'Other' factors (31%, 5 respondents). Of those that selected 'other', two respondents stated they live too far away, and one mentioned time efficient public transport from Kirkcaldy.

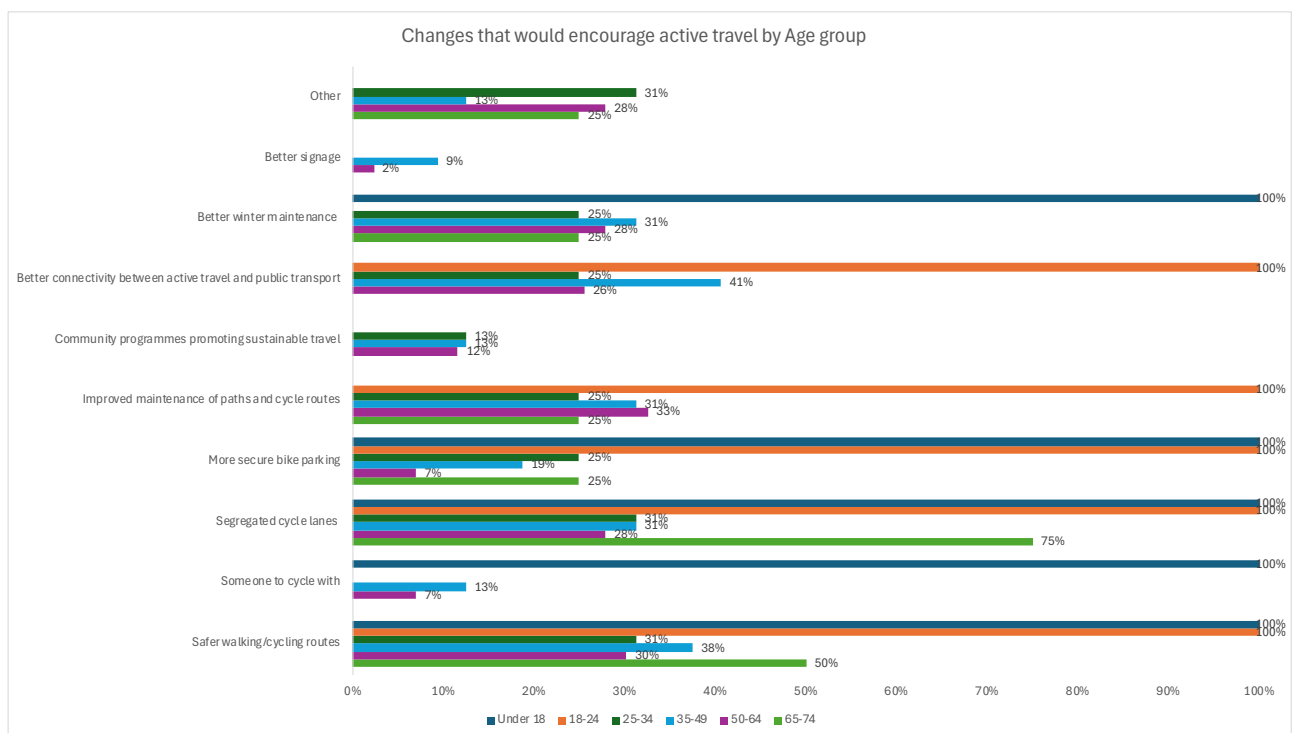
The 35–49 year old age group prioritised 'safer walking/cycling routes' (38%, 12 respondents), 'someone to cycle with' (13%, 4 respondents), 'segregated cycle lanes' (31%, 10 respondents), 'more secure bike parking' (19%, 6 respondents), 'improved maintenance of paths and cycle lanes' (31%, 10 respondents), 'better connectivity to public to public transport' (41%, 13 respondents), 'winter maintenance' (31%, 10 respondents), 'and 'Other' (13%, 4 respondents). Of those that selected 'other', 2 respondents did not give any other reasons, 1 mentioned having more time to travel to work, and another mentioned if they lived in the area.

Among 50–64-year-olds, 'improved maintenance of paths and cycle paths' (33%, 14 respondents), 'safer walking/ cycling routes' (30%, 13 respondents), 'better winter maintenance' (28%, 12 respondents), 'segregated cycle lanes' (28%, 12 respondents), and 'better connectivity to public transport' (26%, 11 respondents) were most important.

The 65–74-year-old age-group emphasised '*segregated cycle lanes*' (75%, 3 respondents) and '*safer walking/cycle routes*' (50%, 2 respondents), with smaller shares highlighting '*more secure bike parking*', '*better maintenance of paths and cycle routes*', and '*other*' factors (25% each, 1 respondent).

Safer walking and cycling routes and segregated lanes are the strongest motivators for active travel across all ages. Younger people value cycling with others and community programs or social incentives, while working-age adults are influenced more by route maintenance and connectivity with public transport. Older adults prioritize safety, comfort, and secure infrastructure.

Figure 24: Age Group Comparison of Changes That Would Encourage Active Travel n=97



4 Public Travel survey

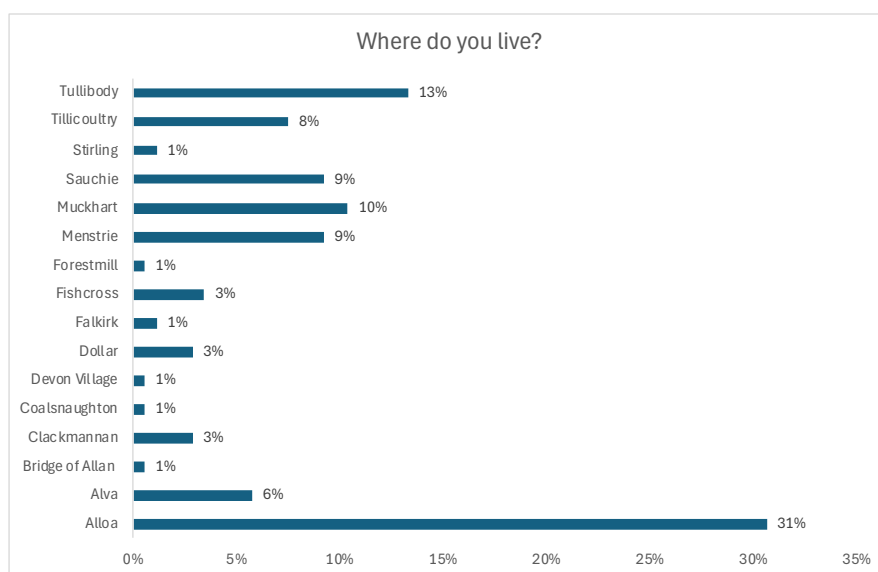
The public travel survey analysis includes data gathered both online and via on-street pedestrian intercepts. There is a high dropout rate for responses for the on the street data collection, and it is not possible to tell how many on-street respondents had answered the questions, particularly where respondents could select as many different categories as applied to them and give multiple responses to answers.

4.1 Place of residence

Respondents were asked to give their place of residence. Figure 25 shows the responses are heavily concentrated in a small number of locations. 'Alloa' accounts for nearly a third of responses (31%), making it by far the most represented area. This is followed by 'Tullibody' (13%), 'Muckhart' (10%), 'Menstrie' (9%), and 'Sauchie' (9%), which together form a substantial proportion of the sample.

Several areas are represented by very small proportions (1–3%), including 'Bridge of Allan', 'Coalsnaughton', 'Devon Village', 'Falkirk', 'Forestmill', 'Stirling', and others.

Figure 25: Where do you live? n=173



4.2 Travel to work

There was a total of 205 responses to the question '*how do you usually travel to work?*'. As it is not possible to confirm if on the street counts included any multi modal trips, each response is equally weighted; percentages are calculated from the total number of responses.

Travel to work is dominated by car use, with 43% of responses (n=88) include travelling as a '*car driver*' and a further 4% (n=9) as a '*car passenger*'. This highlights a strong reliance on private

vehicles, but a lower level than the national average. Scotland 2022 Census revealed that when excluding people who work from home 67.1% of people who travel to work drove a car or van¹.

Public transport accounts for 17% (n=34) of travel to work, making it the most used alternative to the car, while 'cycling' (14%)(n=29) and 'walking' (11%) (n=23) together represent around a quarter of responses, indicating a notable level of active travel.

Very small proportions of respondents reported 'lift sharing' (2%)(n=5), suggesting limited uptake of shared car travel. Other modes account for 8% (n=17), which may reflect less common or mixed travel arrangements (Figure 26).

Figure 26: How do you usually travel to work? Total responses n=205

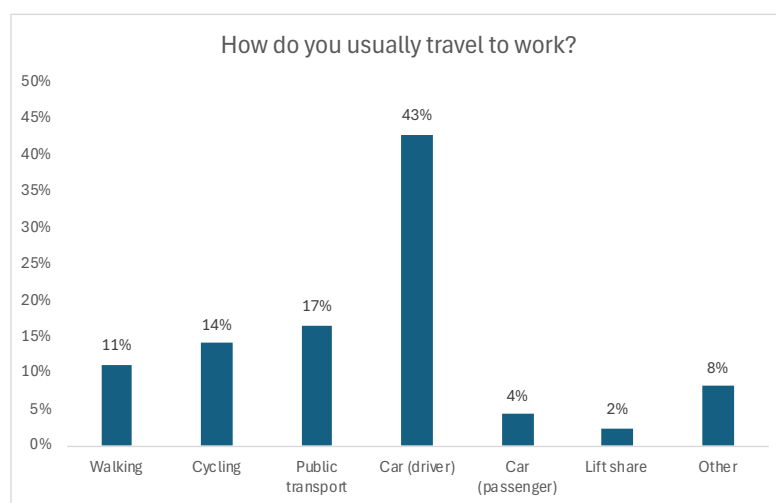
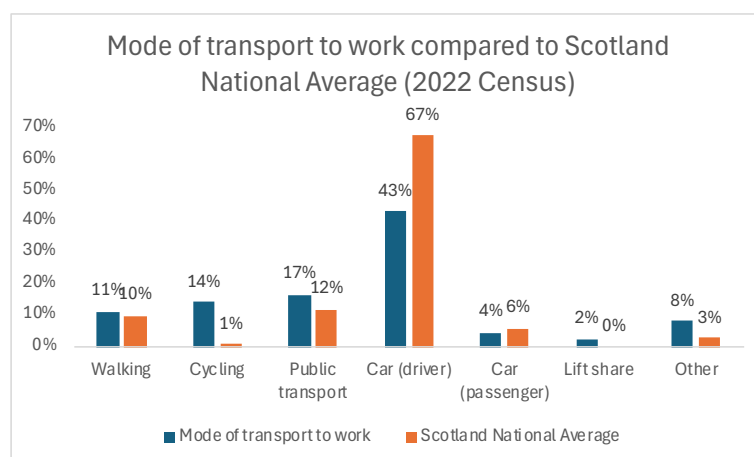


Figure 27 shows the commuting patterns reported by respondents show notable differences compared with the Scotland national census averages. 'Walking' accounted for 11% of respondent's commutes, slightly above the national average of 10%, while 'cycling' was reported by 14% of respondents, substantially higher than the 1% seen nationally. 'Public transport' usage was also higher amongst respondents at 17%, compared with 12% nationally. In contrast, 'car driving' was significantly lower amongst respondents at 43%, compared with 67% nationally, with 'car passenger' rates slightly lower (4% vs. 6%) and 'lift-sharing' slightly higher (2% vs. 0%). Overall, the survey indicates that respondents tend to rely less on private cars and are more likely to use active or alternative modes of transport for travel to work.

¹ National Records of Scotland (2024). Scotland's Census 2022 – Education, labour market and travel to work. Scotland's Census. Published 11 September 2024. Available at: <https://www.scotlandscensus.gov.uk/2022-reports/scotland-s-census-2022-education-labour-market-and-travel-to-work>

Figure 27: Transport to work vs National average

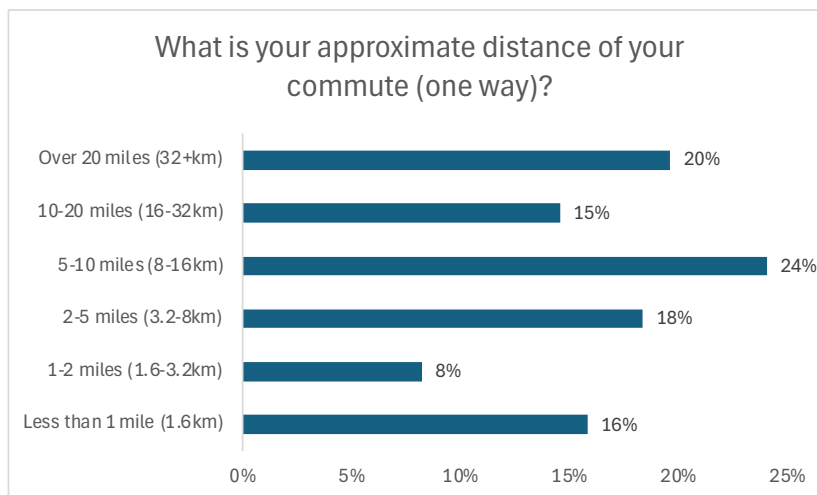


4.3 Distance travelled to work

The distances travelled to work by respondents shows a broad spread, with a notable proportion travelling relatively long distances. The most common journey length is '5–10 miles' (24%), followed by 'over 20 miles' (20%), and '2–5 miles' (18%).

Shorter journeys are less prevalent overall. 16% travel '*less than 1 mile*', while only 8% travel '*1–2 miles*', suggesting that relatively few respondents live very close to their place of work. Mid-to-long distance travel is therefore a significant feature of the sample, with nearly 60% travelling more than 5 miles (Figure 28).

Figure 28: Distance of commute n=158

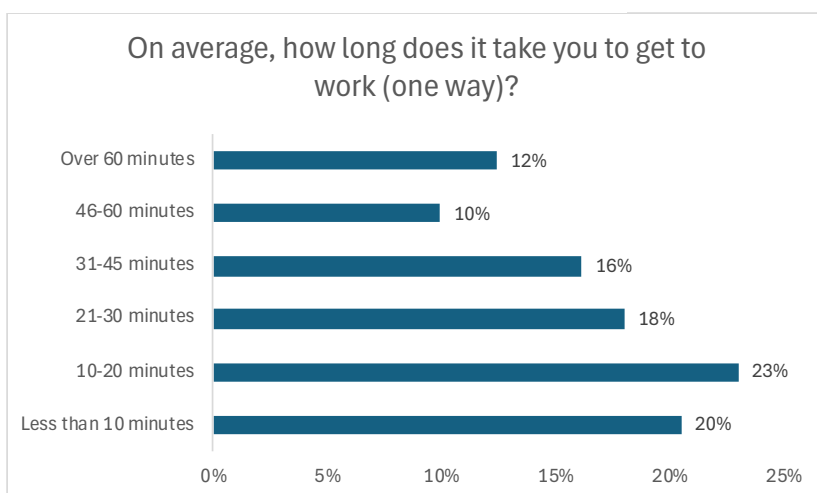


4.4 Commute time to work

The majority of respondents report short travel times, with the largest group travelling '*10–20 minutes*' (23%), followed closely by '*less than 10 minutes*' (20%) and '*21–30 minutes*' (18%). This indicates that nearly two-thirds of respondents have journeys of 30 minutes or less, suggesting relatively accessible travel for most.

Longer journeys are less common but still notable: '*31–45 minutes*' accounts for 16%, '*46–60 minutes*' 10%, and '*over 60 minutes*' 12% (Figure 29). This shows that a significant minority face extended travel times, which could influence their travel mode choices and willingness to travel regularly.

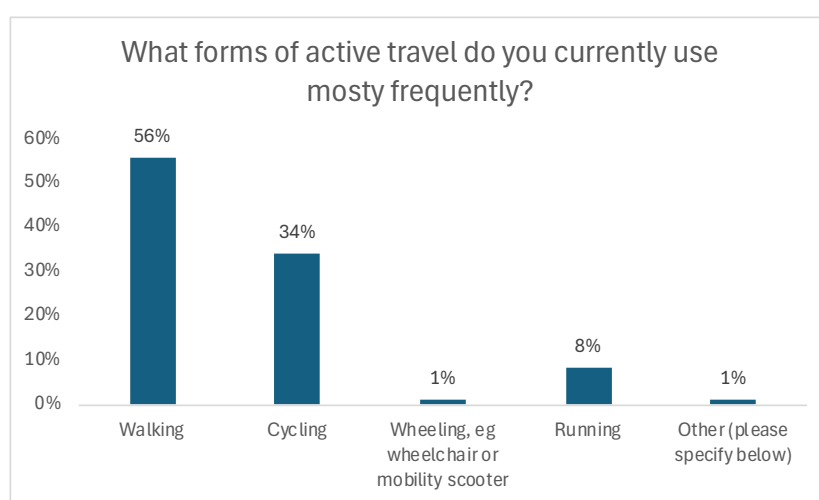
Figure 29: How long does it take you to get to work? n=161



4.5 What forms of active travel do you currently use most frequently

Respondents reported a variety of active travel, with 'walking' (56%; n=100) and 'cycling' (34%; n=61) being the most common. 'Running' (8%; n=15) was less frequently cited, while activities such as 'wheeling (e.g., using a wheelchair or mobility scooter', 1%; n=2) and 'other unspecified modes' (1%) were only selected by a very small proportion (Figure 30). It is important to note that respondents could select multiple options, so the percentages reflect the proportion of responses rather than the proportion of individuals. Overall, the data suggests that walking and cycling are the primary forms of active travel or exercise among the sample, with other modes being far less common.

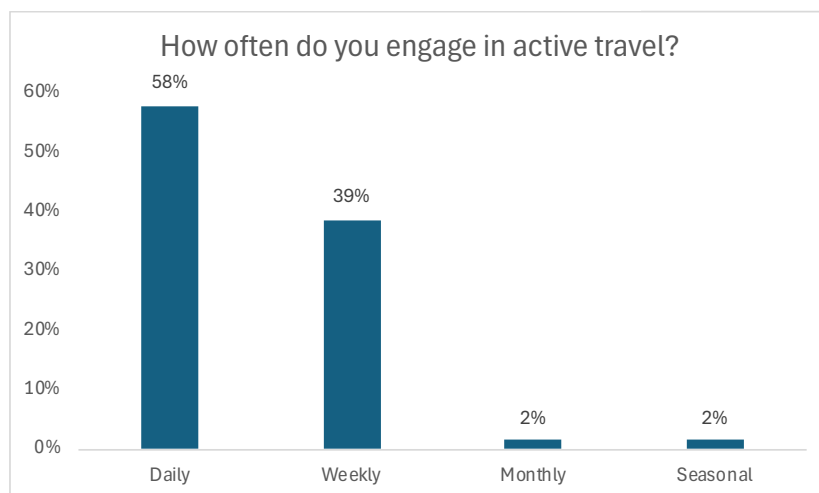
Figure 30: Most frequently used forms of active travel total responses n=180



4.6 Frequency of active travel

Respondents reported the frequency of their active travel, with the majority engaging in active travel 'daily' (58%). A substantial proportion reported participating 'weekly' (39%), while only a very small number of respondents indicated 'monthly' (2%) or 'seasonal' (2%) activity (Figure 31). Since each respondent selected only one category, these figures reflect the actual proportion of individuals in each frequency group. Overall, the data suggests that most respondents incorporate walking or cycling into their routine on a regular basis, with daily and weekly activity being by far the most common.

Figure 31: Frequency of engagement of active travel n=124

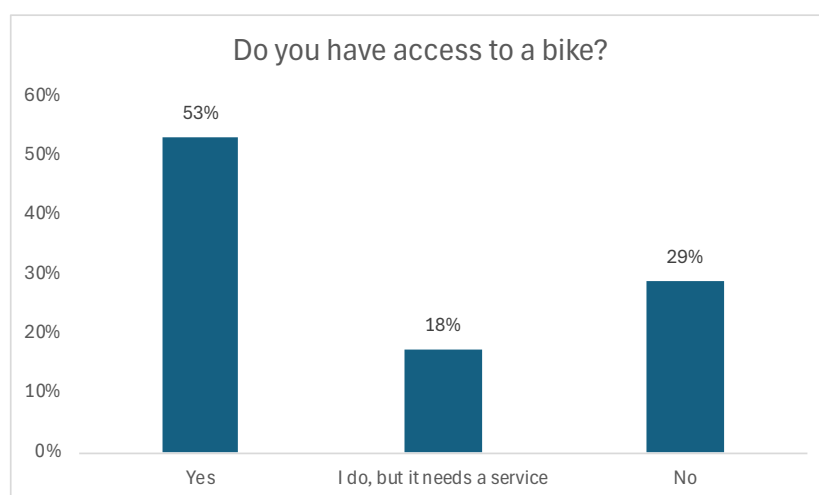


4.7 Access to a bike

Figure 32 highlights just over half of respondents (53%) currently have access to a bike, indicating a reasonably high level of personal cycling capability within the sample. A further 18% report that they do have a bike but it requires servicing, showing a small but important group with potential access that is currently limited. 29% of respondents do not have access to a bike, highlighting that nearly a third of the sample are currently unable to cycle without acquiring a bike.

Respondents who do not have access to a bike were asked 'would you cycle more if offered or had access to a bike?'. Thirty-five percent of respondents who do not currently have access to a bike would cycle more if they had access to a bike.

Figure 32: Access to a bike n=165



4.8 Bike storage

All respondents who answered 'yes' to having access to a bike were asked 'do you have access to bike storage?' and 'would you like to see more safe public bike storage facilities?' 90% of respondents have access to bike storage, with 10% of respondents not having access to bike storage (Figure 33). Seventy-five percent of respondents would like to see more safe public storage facilities (Figure 34).

Figure 33: Do you have access to bike storage? n=119

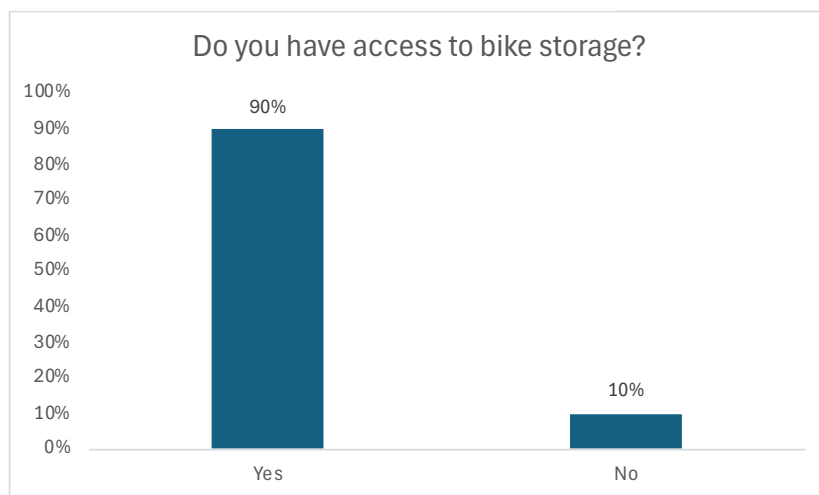
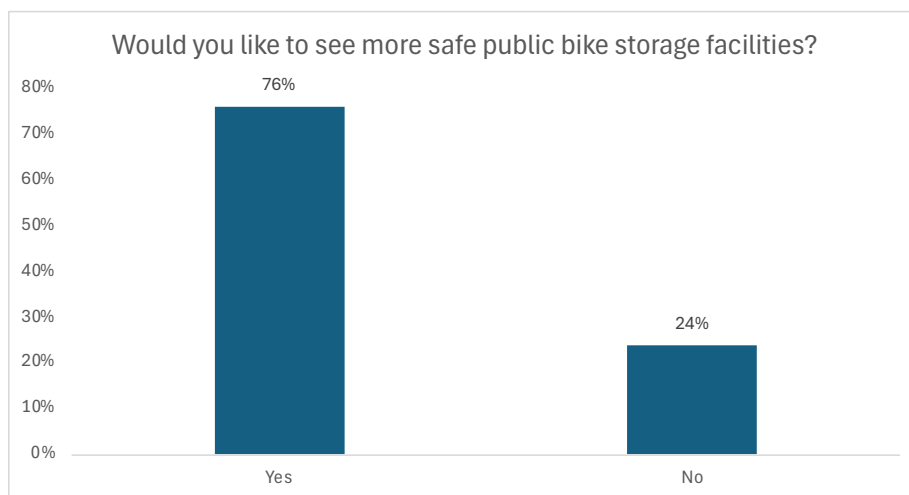


Figure 34: Would you like to see more public bike storage? (n=117)



4.9 Barriers to active travel

All respondents were asked 'if you do not regularly use active travel, what are the main reasons?' Respondents could select all responses that were applicable to them, therefore percentages reflect the proportion of responses rather than the proportion of individuals. The most commonly reported barriers were infrastructure- and safety-related, such as 'lack of dedicated, protected cycle

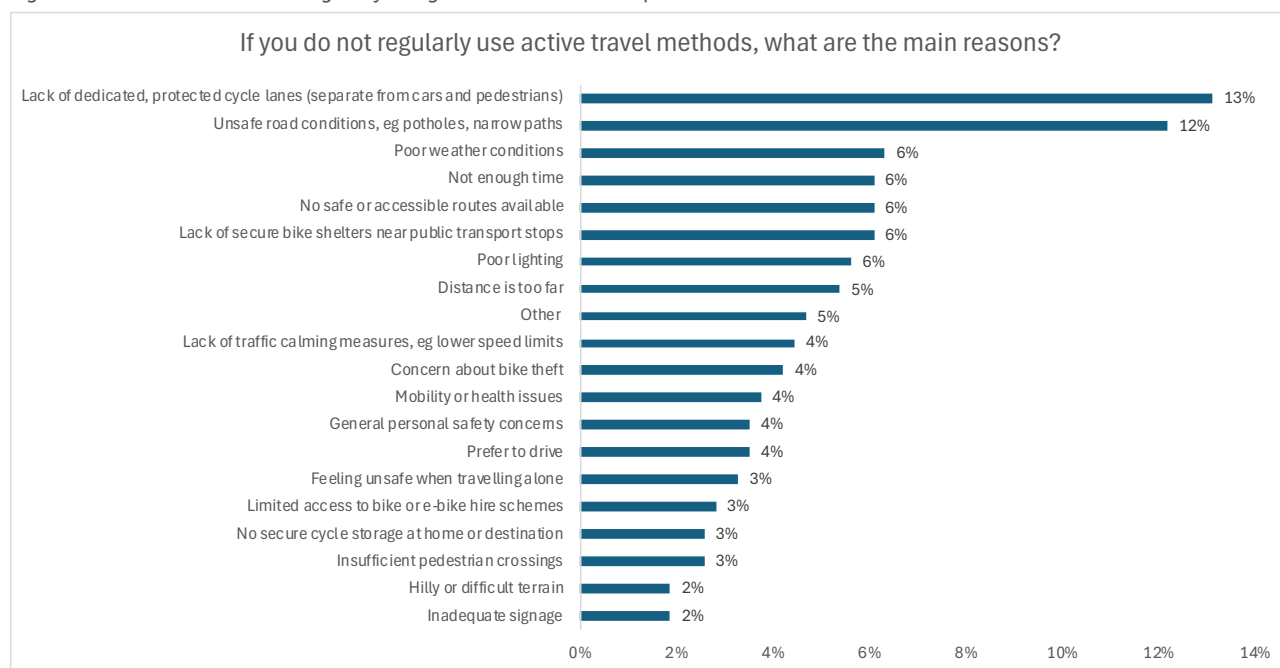
lanes' (13%) (n=56) and 'unsafe road conditions, such as potholes or narrow paths' (12%) (n=52). Other frequently cited issues, each at 6%, included 'poor weather conditions' (n=27), 'insufficient time' (n=26), 'no safe or accessible routes' (n=26), 'poor lighting' (n=24), and 'lack of secure bike shelters near public transport stops' (n=26) (Figure 35). Overall, the data suggests that investments in cycling infrastructure, safety improvements, and supportive services such as bike storage, and traffic calming could address the majority of barriers.

Of the respondents that selected 'other', childcare, no access to a bike, no interest in active travel were mentioned as reasons for not regularly using active travel. One respondent mentioned there needs to be a better crossing point at Manor Powis roundabout.

Five percent (n=20) of respondents that selected 'other' wrote not applicable or that they did use active travel. This is because all respondents were required to give an answer to this question, including respondents who regularly take part in active travel and reported to using active travel daily.

A handful of respondents mentioned there being no shower, changing or drying storage facilities at their workplaces, with comments from respondents stating that as a result of a lack of facilities they only cycle when the weather is good. One comment was that the paths connect the foothills very well or access to and from Alloa is good for cycling but once in Alloa then it's very dangerous to cycle.

Figure 35: Main reasons for not regularly using active travel total responses n=427



4.10 What would encourage you to use active travel

Respondents were asked what would encourage them to use active travel, with the option to select multiple answers. Percentages reflect the proportion of total responses rather than respondents. Figure 36 shows the most frequently cited factor was the provision of 'safer walking and cycling routes' (20%; n=82), highlighting safety as the primary concern. This was followed by 'improved

maintenance of paths and cycle routes' (17%; n=70) and *'better winter maintenance, such as gritting paths during colder months'* (14%; n=56). Infrastructure improvements were also strongly represented, with *'segregated cycle lanes'* (13%; n=52) and *'better connectivity between active travel and public transport'* (12%; n=50) identified as important enablers. Practical measures such as *'more secure bike parking'* (9%; n=37) and *'community programmes promoting sustainable travel'* (5%; n=22) were cited less frequently, while only a small proportion selected *'better signage'*, *'cycling with others'*, or *'other'* factors (2–4%). Overall, the findings indicate that improvements to safety, maintenance, and infrastructure would be most effective in encouraging increased levels of walking and cycling.

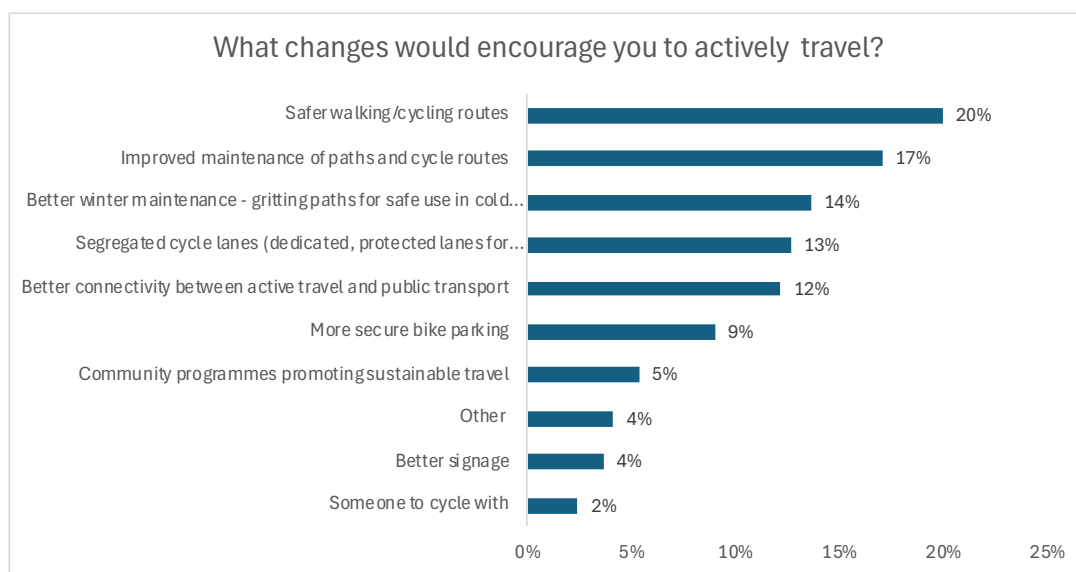
For respondents that selected *'other'* (4%; n=17) two respondents mentioned cleaning of cycle tracks as being important, as they are currently using roads to avoid risk of punctures from broken glass, rubbish and overgrown bushes.

Two respondents mentioned improved lighting as being important:

We could do with better lighting. Often there is none ... or the new LED lights only light up the area directly below they don't light the area around them.

Two mentioned better work facilities for active travel, such as drying facilities.

Figure 36: Changes that would encourage active travel total responses n=411



4.11 Likelihood of using sustainable travel if there were dedicated path or improved public transport

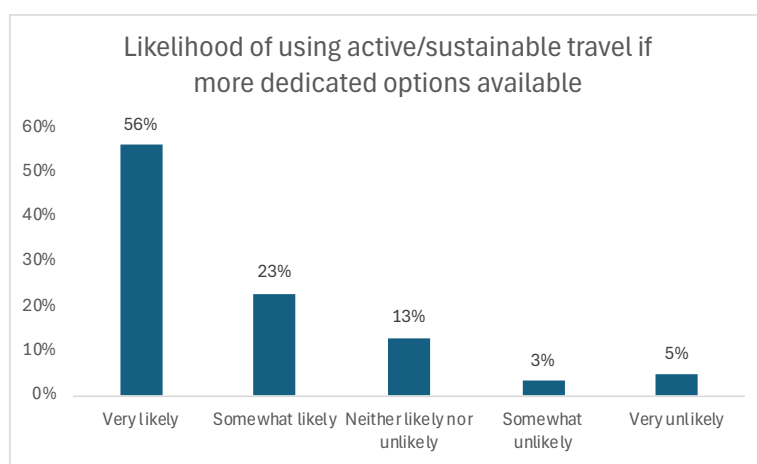
Figure 37 shows 56% of respondents answered they would be *'very likely'* to use active or sustainable travel if there were more dedicated walking and cycling paths separated from traffic or improved public transport options. Respondents who did not select *'very likely'* were asked to give their reasons why.

One respondent answered the question as if to include the commute to work, stating that the distance they commute is too far for active or public transport to be a viable option. Useful comments included that it depended on where the routes are and the terrain of the path. There were also a handful of comments relating to public transport not always being reliable:

'Public transport is incredibly unreliable'

One respondent who selected *'neither likely nor unlikely'* commented that they already use active travel a lot.

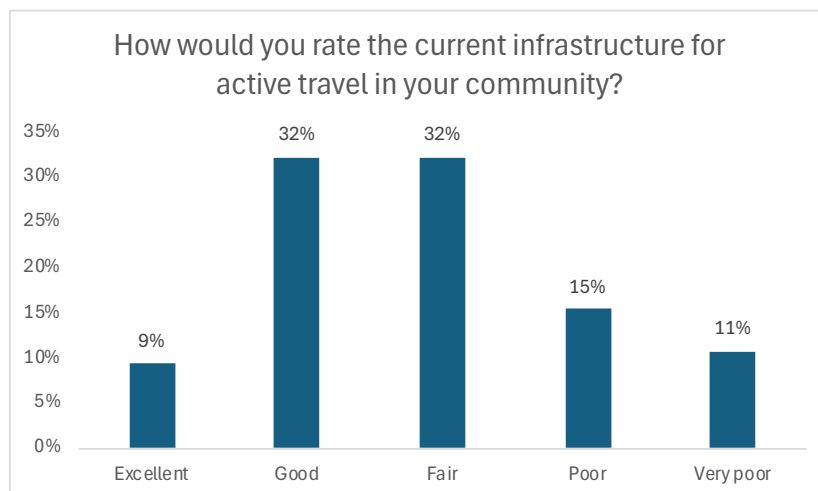
Figure 37: Likelihood of Choosing Sustainable Travel with Dedicated Paths or Enhanced Public Transport n=145



4.12 Current infrastructure

Respondents were asked to rate the current infrastructure for active travel. Figure 38 shows the most common ratings were *'good'* and *'fair'*, each accounting for 32% of responses. Twenty-six percent of respondents rated the infrastructure as *'poor'* or *'very poor'*, whilst 41% of respondents rated the infrastructure as *'excellent'* or *'good'*, indicating that - while a sizable proportion view it positively - there remains significant room for improvement.

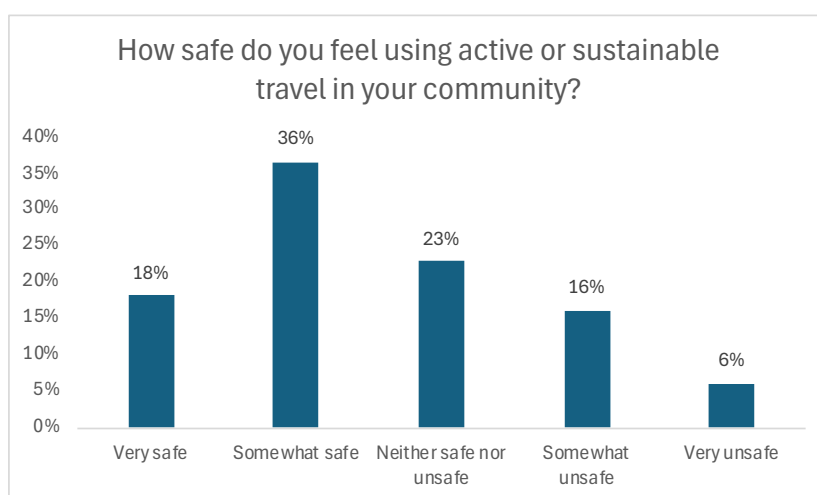
Figure 38: How would you rate the current infrastructure for active travel n=149



4.13 Safety using active and sustainable travel

Most respondents feel reasonably safe using active or sustainable travel, with 36% reporting they feel 'somewhat safe' and 18% 'very safe'. However, 22% of respondents feel 'somewhat unsafe' or 'very unsafe', indicating that a notable minority have safety concerns (Figure 39).

Figure 39: Safety using active and sustainable travel n=148

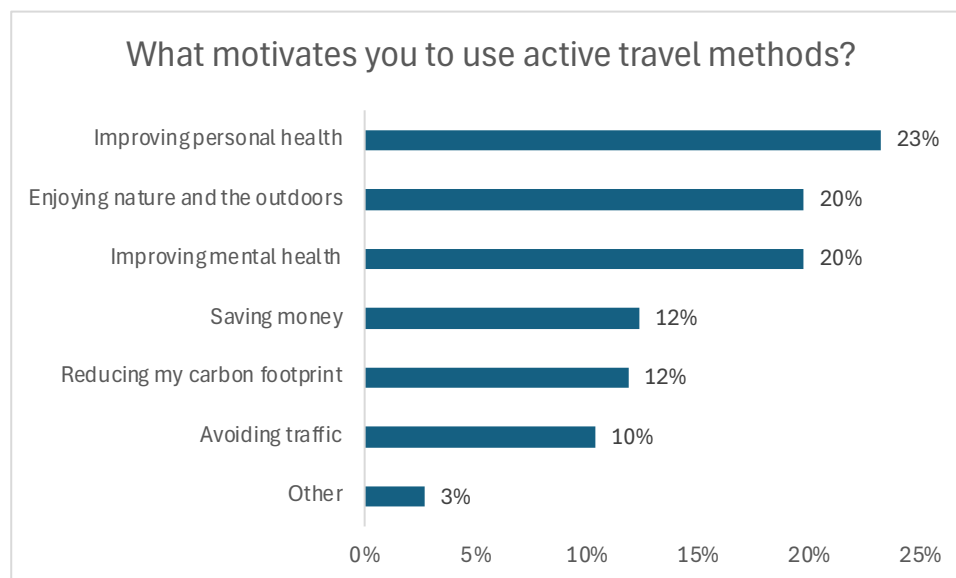


4.14 What motivates you to use active travel

Respondents could select multiple motivations for choosing active or sustainable travel. Percentages represent the proportion of all responses rather than respondents, calculated as the number of times each reason was selected divided by the total number of responses. Figure 40 shows health-related factors were the most common, with 'improving personal health' (23%; n=94), 'improving mental health' (20%; n=80), and 'enjoying nature and the outdoors' (20%; n=80) cited most

frequently. Environmental and financial considerations were less common, with '*reducing carbon footprint*' and '*saving money*' both at 12% (n=48 and n=50), '*avoiding traffic*' at 10% (n=42%).

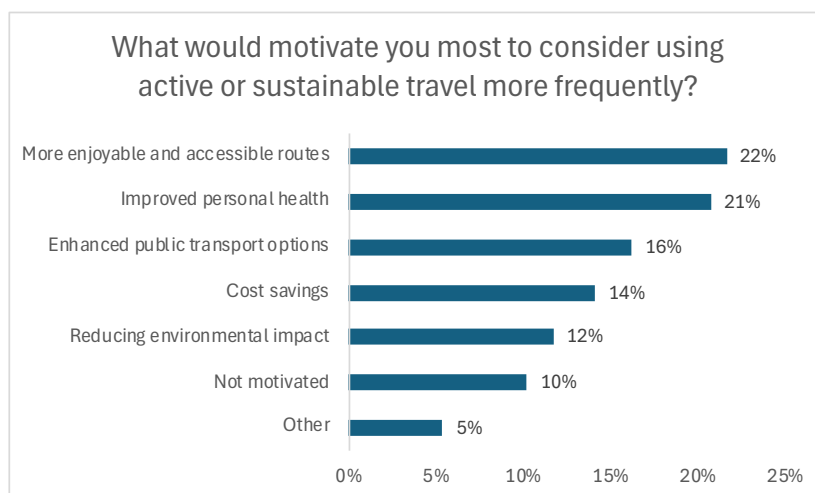
Figure 40: What motivates you to use active travel methods? Total responses n=405



4.15 What would motivate you to use active and sustainable travel more frequently

Respondents identified a variety of factors that would encourage them to use active and sustainable travel, with '*more enjoyable and accessible routes*' (22%; n=72) and '*improved personal health*' (21%; n=69) being the most frequently cited. Practical and environmental considerations were also important, including '*enhanced public transport options*' (16%; n=54), '*cost savings*' (14%; n=47), and '*reducing environmental impact*' (12%; n=39). A smaller proportion of respondents selected '*not motivated*' (10%; n=34) or '*other*' factors (5%). Since respondents could select multiple options, these percentages reflect the proportion of responses rather than the proportion of individuals (Figure 41).

Figure 41: What would motivate you to use active or sustainable travel more total responses n=333



4.16 Demographic cross-tabulations

Cross tabulations have been carried out only for the online data collection, as the pedestrian survey responses were collected as simple tallies. This means it is not possible to identify individual respondents or link responses across questions, preventing cross-question analysis for the pedestrian survey data.

4.16.1 Mode by place of residence

The data shows clear variations in travel mode by place of residence, with car use dominating across most locations. Alloa, which recorded the highest number of respondents (24), showed the greatest diversity in travel modes, although car driving remained the most common option (10 respondents), followed by public transport (7) and cycling (4). Smaller contributions came from walking and lift sharing. In contrast, many smaller settlements demonstrated a strong reliance on private car travel. For example, Dollar (3 respondents), Forestmill (1) and Coalsnaughton (1) reported exclusive car use.

In settlements such as Menstrie (9), Sauchie (8), Muckhart (8), Tillicoultry (7), and Tullibody (6), the majority of respondents travelled by car as a driver, with limited uptake of active travel modes such as walking or cycling. Public transport use was mainly concentrated in Alloa, Menstrie, Clackmannan, and Coalsnaughton, perhaps suggesting better service availability or connectivity in these areas. Overall, the findings indicate a strong dependence on car travel across most locations, with active travel and public transport playing a secondary role, particularly in smaller or more rural settlements.

4.16.2 Travel mode by commuting distance

Table 12 shows travel mode is strongly influenced by commuting distance, with 'car driving' dominating across all distance bands. For journeys 'less than 1 mile', 'walking' was most common, while distances of '1–5 miles' showed a mix of 'driving' and 'cycling', indicating potential for active travel. The '5–10-mile' range had the widest variety of modes, including 'cycling', 'car passenger', 'lift share', 'walking' and 'public transport', though car use was the most common. For journeys over 10 miles, reliance on the car increased significantly, with some respondents using public transport.

Overall, the findings suggest there may be potential to shift short-to-medium distance trips from car toward active travel.

Table 12: Number of respondents by distance travelled to work and mode of transport

Distance travelled to work	Car (driver)	Car (passenger)	Cycling	Lift share (share)	Public transport	Walking	Grand Total
Less than 1 mile (1.6km)	2		1			3	6
1-2 miles (1.6-3.2km)	5	1			1	1	8
2-5 miles (3.2-8km)	10		4		1		15
5-10 miles (8-16km)	9	2	5	1	3	1	21
10-20 miles (16-32km)	12				2		14
Over 20 miles (32+km)	10				4		14
Total	48	3	10	1	11	5	78

Table 13 estimated that respondents travel a total of 785 miles on their one-way commutes. Distance travelled by mode was calculated using the midpoint of each distance range multiplied by the number of respondents for each mode. 'Car driving' dominates, accounting for 541 miles, far exceeding all other modes, with the majority of miles from respondents travelling 10 miles or more. 'Public transport' contributes 157.5 miles, whilst 'walking' (24 miles) and 'cycling' (18 miles) make relatively small contributions. 'Car passengers' account for 16.5 miles indicating that most car journeys are undertaken individually.

Table 13: Total distance travelled to work by mode of transport

Distance travelled to work	Car driver miles	Car passenger miles	Cycling miles	Lift share miles	Public transport	Walking miles	Total
Less than 1 mile (1.6km)	1	0	0.5	0	0	1.5	3
1-2 miles (1.6-3.2km)	7.5	1.5	0	0	1.5	1.5	12
2-5 miles (3.2-8km)	35	0	14	0	3.5	0	52.5
5-10 miles (8-16km)	67.5	15	37.5	7.5	22.5	7.5	157.5
10-20 miles (16-32km)	180	0	0	0	30	0	210
Over 20 miles (32+km)	250	0	0	0	100	0	350
Total	541	16.5	52	7.5	157.5	10.5	785

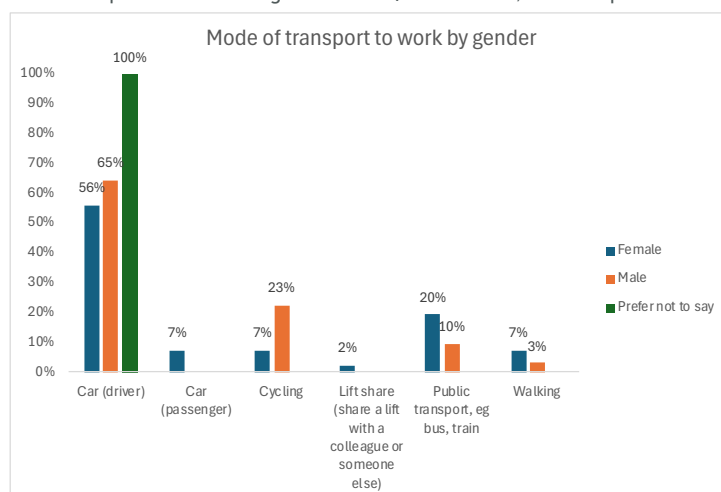
4.16.3 Gender and mode choice

Seventy-four respondents gave their gender, as well as indicating they travel to work by one mode of transport. Figure 42 highlights differences in primary travel mode by gender. Among females, 'car driving' was the most common mode (56%, n=23), followed by 'public transport' (20%, n=8), with smaller proportions 'walking', 'cycling' and traveling as a 'car passenger' (7%, n=3) each.

Males showed a stronger reliance on driving, with 65% (n=20) traveling by 'car as a driver', and a notably higher use of 'cycling' (23%, n=7) compared to females. 'Walking' (3%, n=1) and 'public transport' (10%, n=3) were less common among males.

Respondents who preferred not to disclose their gender all reported traveling by 'car as a driver' (100% n=2), though this represents a very small sample. Overall, car travel dominates across all groups, while cycling is more prevalent among males and public transport is more commonly used by females.

Figure 42: One mode of transport to work and gender n=74 (female n=41, Male=31 prefer not to say 2)



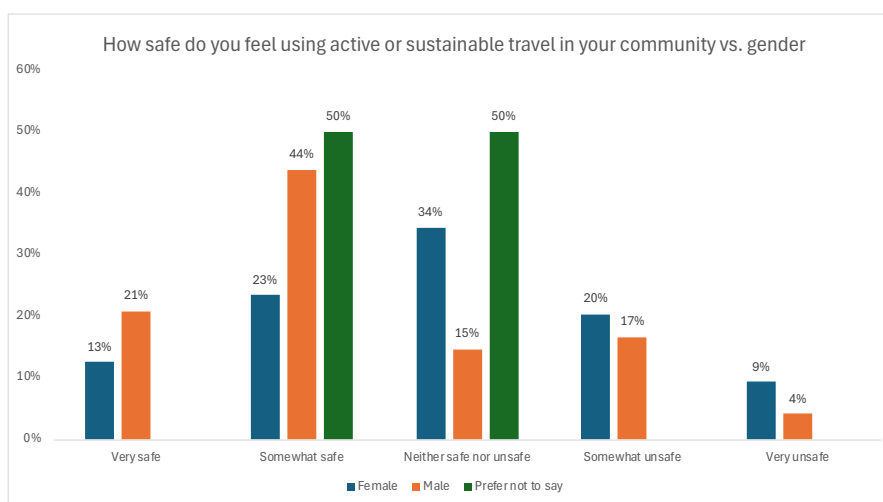
4.16.4 Perception of safety vs. gender

Perceptions of safety when using active or sustainable travel varied notably by gender. A higher proportion of males reported feeling safe, with 65% (n=31) indicating they felt either 'very safe' or 'somewhat safe' using active or sustainable travel in their local community. In contrast, only 36% (n=23) of females reported feeling 'very safe' or 'somewhat safe', suggesting lower perceived safety among female respondents.

Female respondents also demonstrated a more neutral stance on safety. The most common response among females was 'neither safe nor unsafe', reported by 34% of respondents (n=22), indicating greater uncertainty or mixed perceptions regarding safety rather than strong positive or negative views.

Among the two respondents who did not disclose their gender, perceptions were mixed: one reported feeling 'somewhat safe', while the other indicated feeling 'neither safe nor unsafe'. Although this subgroup is too small to draw conclusions, their responses align with the broader range of perceptions observed across genders (Figure 43).

Figure 43: How safe do you feel using active travel and gender. (Female =64, Male=48, Prefer not to say=2)



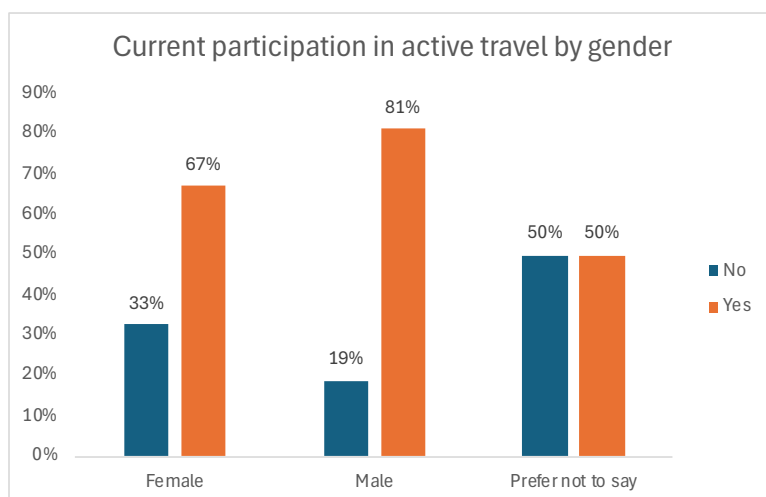
4.16.5 Participation in active travel vs. gender

Participation in active travel differed by gender, with a notably higher proportion of males reporting involvement compared to females. Overall, 81% of male respondents (n=39) indicated that they participate in active travel, whereas a lower proportion of females (67%; n=43) reported participating.

Among the two respondents who did not disclose their gender, responses were evenly split, with one respondent indicating participation in active travel and the other reporting no participation. While this group is too small to allow meaningful comparison, it may reflect variation in participation outside the binary gender categories (Figure 44).

These results indicate a gender disparity in active travel participation, with females less likely to engage in active travel than males. This difference may be linked to factors such as perceived safety, accessibility, or broader social and environmental barriers.

Figure 44: Current participation in active travel by gender (Female n=64, Male n=64, Prefer not to say n=2)



4.16.6 Access to a bike and place of residence

Bicycle access is highest in Alloa, Muckhart, and Menstrie, though gaps remain even in these locations. Tullibody had a high proportion of respondents reporting no access to a bike.

Maintenance needs are relatively minor but present in several locations, including Alloa. Overall, interventions like bike-sharing, repair support, and improved storage could help promote active travel, especially in areas with low ownership.

Table 14: Access to a bike and place of residence

Place of residence	Do you have access to a bike?		
	Yes	I do, but it ne	No
Alloa	16	5	12
Alva	3	1	1
Bridge of Allan	1		
Clackmannan	3		1
Coalsnaughton	1		
Devon Village			1
Dollar	2		2
Falkirk	2		
Fishcross	2	2	
Forestmill	1		
Menstrie	9	1	4
Muckhart	10	1	7
Sauchie	4	2	4
Stirling	2		
Tillicoultry	6		3
Tullibody	2		7

4.16.7 Access to a bike and active travel behaviour

Overall, 73% of respondents (n = 86) reported that they participate in active travel. Among those who participate in active travel, 58% (n=50) reported having access to a bicycle that does not require servicing, indicating that cycling is a viable option for a substantial proportion of respondents.

However, 30% of respondents (n=26) who participate in active travel reported that they do not have access to a bicycle. This suggests that these individuals primarily engage in other forms of active travel, such as walking, running or wheeling.

4.16.8 Access to a bike and mode of active travel

Respondents who took part in active travel (n=86) were asked to identify the forms of active travel they use and were able to select multiple modes where applicable. 'Wheeling' was the least commonly reported mode of active travel, mentioned by two respondents. Of these, one respondent reported wheeling as their only form of active travel, while the other reported both wheeling and walking.

'Walking' was the most prevalent mode of active travel, with 87% of respondents (n=75) who participate in active travel indicating that they walk. 'Cycling' was the second most common mode, reported by 52% of respondents (n=45). All respondents who reported cycling also indicated that they have access to a bicycle.

Unsurprisingly, these findings demonstrate a strong correlation between access to a bicycle and the use of cycling as a mode of active travel. In contrast, walking appears to be widely adopted

regardless of access to specific equipment, highlighting its accessibility compared to other active travel modes.

4.16.9 Bike ownership and cycle more often

Respondents were asked whether they would cycle more often if offered or had access to a bicycle (n=42). Figure 45 shows that 26% of respondents indicated that they would cycle more often, while 75% responded that they would not.

Among respondents who answered 'no', a range of barriers were reported: 26% cited age-related reasons, stating that they felt too old to cycle; another 26% identified busy roads as a deterrent; 13% reported health or mobility issues; and 10% indicated a lack of confidence as a reason for not cycling more often.

Quotes from respondents include:

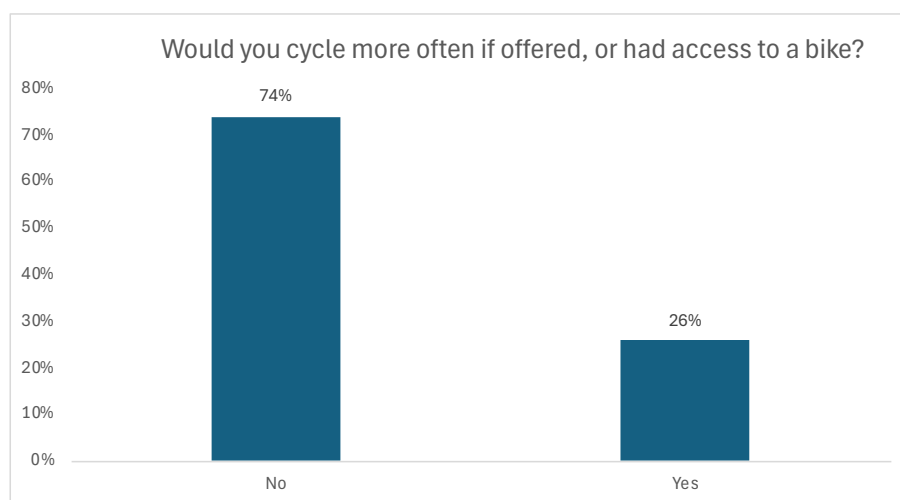
'Not experienced enough to cycle on roads which are very busy'

'I am concerned about falling and know several people of my age that have done so whilst cycling'

'Need a specialised step through bike due to physical restrictions'

These findings highlight that, while access to bicycles can encourage some individuals to cycle more, non-infrastructural and personal factors- such as age, safety concerns, confidence, and health play a significant role in limiting cycling participation. Addressing these barriers may be key to increasing uptake of cycling in the community.

Figure 45: Would you cycle more if you had access to a bike n=42



4.16.10 Bike ownership vs. bike storage availability

A majority of respondents (64%; n=76) reported having access to a bicycle. Those with bicycle access were asked whether they have a safe place to store their bike. Almost all respondents (96%, n=73) indicated that they have somewhere to store their bike safely.

Respondents with access to a bicycle were also asked whether they would like to see more safe public bike storage. A large proportion (72%, n=55) expressed a desire for additional safe public storage locations. Among the preferred locations, 18% of respondents suggested storage at train stations, 9% at bus stops, and 16% near shops. Additional comments highlighted the need for bike storage at parking areas along major cycling routes, such as Kincardine, and at popular recreational areas like Gartmorn Dam.

These findings indicate that, while most bicycle owners currently have safe storage, there is strong community demand for more accessible and secure public storage facilities. Enhancing storage at key transport hubs and recreational locations could support greater cycling participation and encourage active travel.

Quotes included:

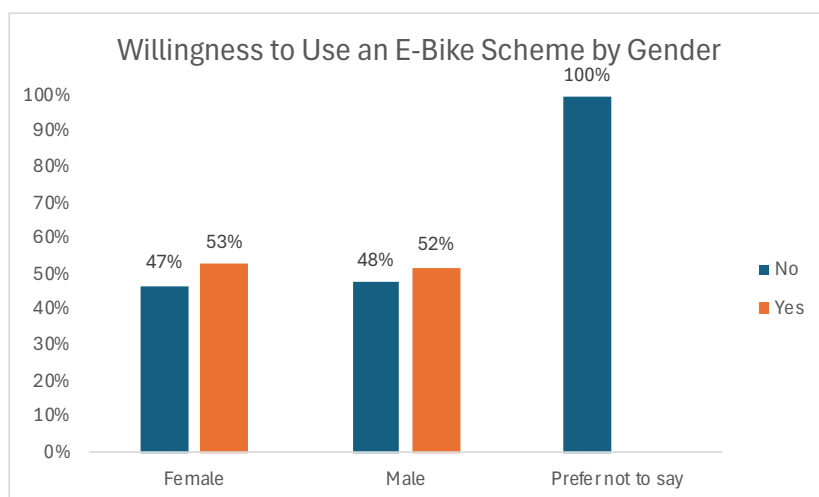
'Train station (ScotRail provision is not secure enough)'

'More bike racks outside shops would be good, e.g. Menstrie CoOp'

4.16.11 Willingness to use an e-bike

All respondents were asked if they would consider using an e- bike if provided through a scheme. Willingness to use an e-bike was similar across male and female respondents. 53% of females would be willing to use an e-bike and 52% of males would be willing to use an e-bike (Figure 46).

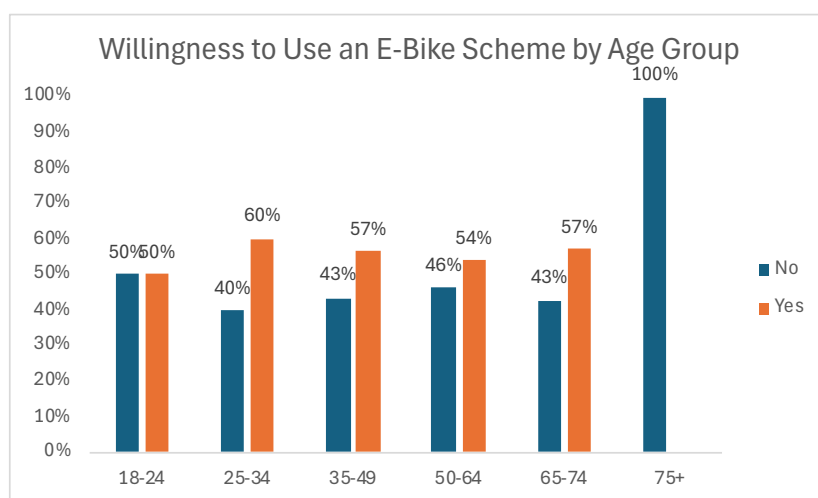
Figure 46: Willingness to use an e-bike and gender (Female n=64, Male=48, Prefer not to say n=2)



Willingness to use an e-bike was similar across the different age brackets with a slightly larger proportion of respondents willing to use an e-bike than not. Figure 47 shows respondents who are 75+ were much less willing to use an e-bike with all respondents in this age bracket answering 'no' to willingness to use an e-bike.

Figure 47: Willingness to use an e-bike and age

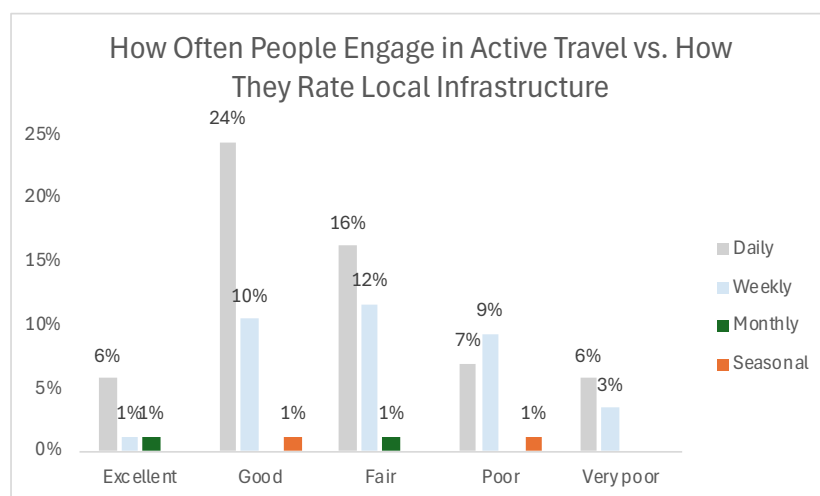
(18-24 n=2, 25-34 n=10, 35-49 n=30, 50-64 n=52, 65-74 n=14, 75+ n=7)



4.16.12 Use of active travel and perceptions about current infrastructure

Eighty-six respondents indicated that they use active travel. These respondents were asked how often they use active travel and how they rate the current infrastructure for active travel in their local area. Figure 48 indicates daily users provided the largest share of responses and were most likely to rate routes as 'good' (24%), although a notable proportion rated them as 'fair' (16%) or 'poor/very poor' (13% combined). Weekly users showed a similar pattern, with most responses falling within the 'fair' (12%) and 'good' (10%) categories, while 12% rated conditions as 'poor' or 'very poor'. Monthly and seasonal users accounted for a very small proportion of responses, limiting the strength of conclusions that can be drawn for these groups. Overall, the findings suggest that while route conditions are generally viewed positively by frequent users, there remains a significant level of dissatisfaction, particularly among those who use routes daily or weekly.

Figure 48: Active travel frequency and rating of local infrastructure n=86



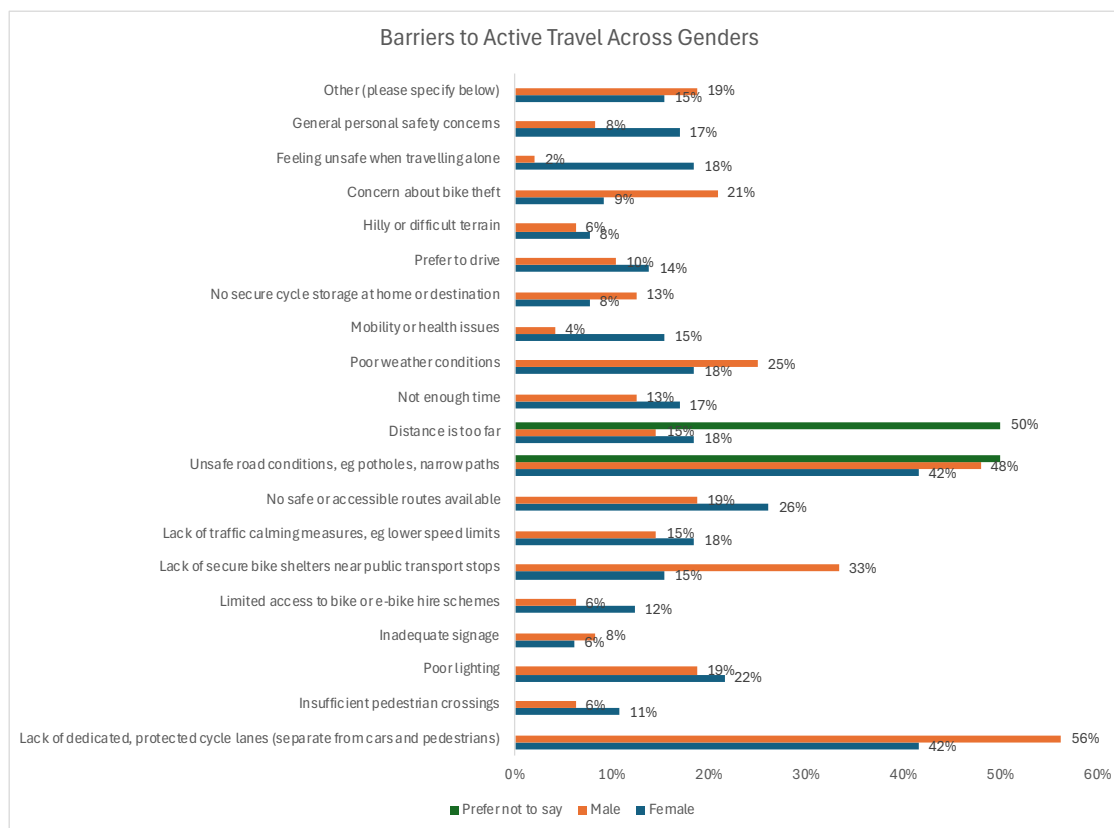
4.16.13 Barriers to active travel by gender

Respondents identified a range of barriers that prevent them from using active travel, with safety and infrastructure concerns emerging as the most significant factors. Figure 49 shows that, among female respondents, the top barriers were 'unsafe road conditions' (42%, n=27), 'lack of dedicated, protected cycle lanes' (42%, n=27), 'no safe or accessible routes' (26%, n=17), and 'poor lighting' (22%, n=14).

Male respondents reported similar concerns, with the highest barriers being 'lack of dedicated cycle lane, protected cycle lanes' (56%, n=27), 'unsafe road conditions' (48%, n=23), and 'lack of secure bike shelters near public transport stops' (33%, n=16). Other barriers, such as 'distance too far', 'poor weather', and 'lack of traffic calming measures', were also noted, though issues like 'mobility or health issues', 'preference to drive', and 'feeling unsafe when travelling alone' were less frequently reported.

These findings suggest that practical improvements to infrastructure, particularly safer roads, protected cycle lanes, secure parking, and accessible routes, are likely to have the greatest impact on encouraging active travel, while social or personal factors appear to be secondary concerns.

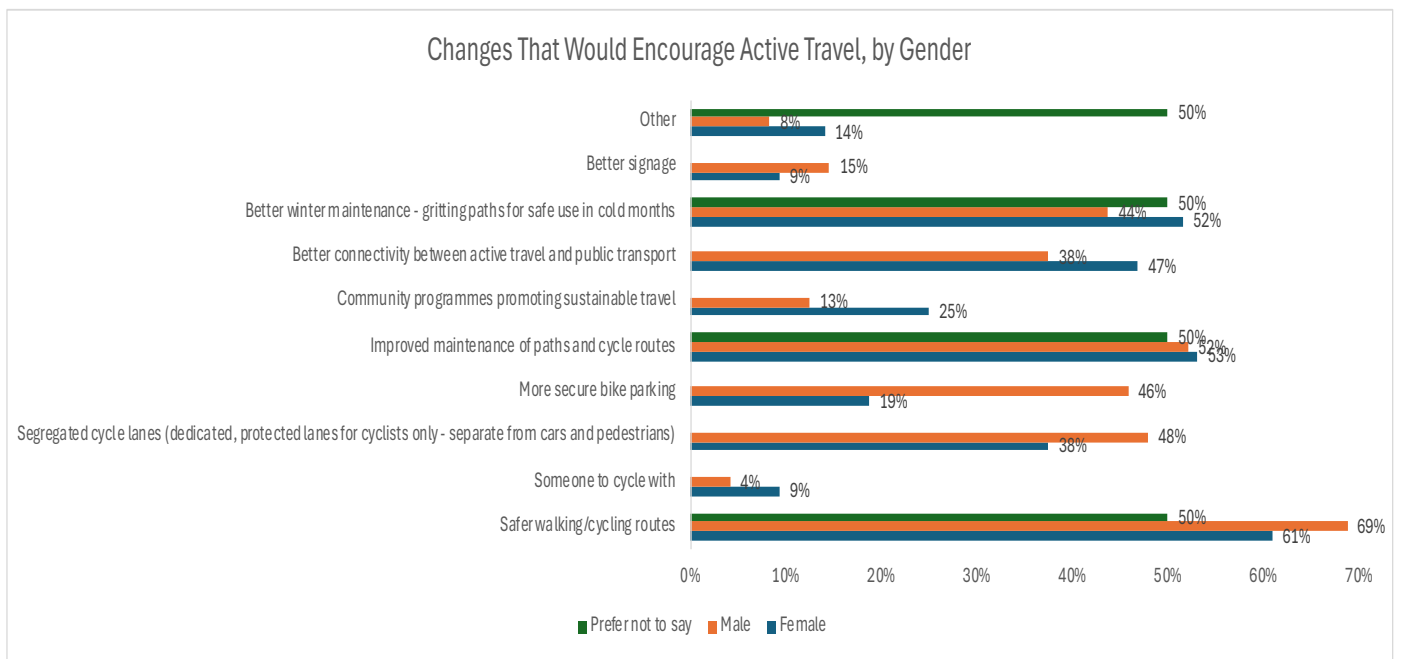
Figure 49: Barriers to active travel across genders (Female n=65, Males n=48, Prefer not to say n=2)



4.16.14 What would encourage you to actively travel

All respondents were asked 'what would encourage you to use active travel?' Figure 50 indicate that factors encouraging active travel are primarily linked to safety and the quality of infrastructure rather than social or promotional measures. Across all genders, 'safer walking and cycling routes' (female 61%, male 69%, prefer not to say 50%) and 'improved maintenance of paths and cycle routes' (female 53%, males 52% prefer not to say 50%) emerged as the most influential factors, highlighting the importance of reducing risk and ensuring reliable, well-maintained routes. There is also strong support for measures that improve year-round usability, such as 'better winter maintenance', (female 52%, male 44%, prefer not to say 50%) particularly among female respondents. 'Segregated cycle lanes' (female 38%, male 48%) and 'more secure bike parking' (female 19%, male 46%) were identified as important enablers, with higher levels of support among male respondents. 'Better connectivity between active travel routes and public transport' (female 47%, male 38%) was more strongly prioritised by women, suggesting a greater emphasis on integrated, multimodal journeys. In contrast, 'community programmes' (female 25%, male 13%) and having 'someone to cycle with' (female 9% and male 4%) were consistently lower priorities, indicating that practical, physical improvements to the walking and cycling environment are likely to have the greatest impact on encouraging active travel.

Figure 50: What would encourage active travel across genders (Females n=65, Males n=48, Prefer not to say n=2)



5 Recommendations

The following recommendations are intended to strengthen the design and effectiveness of future travel surveys by improving clarity, inclusivity and analytical value. Feedback from the current survey highlights several areas where question wording, response options and data collection methods could be refined to better capture real-world travel behaviours and barriers. Addressing these issues will support more accurate interpretation of results, reduce ambiguity for respondents and provide a stronger evidence base to inform active and sustainable travel planning, workplace interventions and transport policy decisions. A section of recommendations based on the survey results is also included.

5.1 Recommendations for future travel surveys

Assessing barriers to cycling

It would be beneficial to ask all respondents whether they have somewhere safe to store a bike rather than limiting this question to only those who currently own a bike. This approach would provide a more complete understanding of potential barriers to cycling and active travel.

Understanding commute patterns

Collecting data on how frequently staff and members of the public commute to work would provide several further analytical benefits. It would enable a clearer assessment of the impact of home and hybrid working arrangements on travel demand, helping to distinguish between occasional and regular commuters. Understanding commute frequency can also help to identify peak demand pressures on council workplaces, parking provision and local transport networks and to design targeted travel interventions that reflect actual patterns of attendance rather than assumed daily commute.

It is not possible to assess how commuting distance varies with office attendance. Future staff travel surveys should capture typical working patterns and frequency of office-based travel to allow cross-tabulation with commuting distance and mode choice. This would enable assessment of whether staff travelling longer distances are more likely to work from home or adopt hybrid arrangements, and how this influences overall travel impacts.

Separating Active and sustainable travel questions

A handful of the questions combined active and sustainable travel in the same question. For future surveys it would be beneficial to ask these as separate questions. This would allow a clearer focus on active travel providing more precise insights in to walking, cycling and other forms of physically active travel.

Too few response answers

In some questions, the clarification is needed on whether the question is referring to active travel to work or if it is including active travel more generally, such as trips to the shops, to visit family and friends, or in relation to the school run.

All questions were multiple choice questions which can help to increase survey response rates. However, some of the questions have too few response categories. For example, 'Please tell us the reason for not participating in active travel' Response answers included: *'Health reasons'* *'Live rurally'*, *'Not interested/motivated'*, *'Other'*. 69% of respondents selected *'Other'* to this question in the staff travel survey.

To gain more detailed insights from this question it could, for instance, also include the following 'categories: *'live too far away,' 'poor weather,' 'level of fitness,' 'need car for work,' 'dropping or collecting others,' 'carrying heavy equipment for work'*. These responses were regularly given by respondents that answered *'other'*.

Frequency of active travel

It is recommended that the survey's frequency categories for walking and cycling be refined to provide clearer and more meaningful options for respondents. Terms such as "monthly" and "seasonal" should be replaced with more specific and consistent descriptors, such as "2–3 times a month," "once a month or less," or "occasionally/rarely," to better capture less frequent activity. Clearer categories will reduce ambiguity, improve the accuracy of responses, and make the resulting data more actionable for planning and analysis of walking and cycling patterns.

The survey question *'What forms of active travel do you currently use most frequently?'* could be reworded to *'What forms of active travel do you currently use?'* This wording voids choosing a single dominant mode when they may regularly use several. The wording clearly supports select all that apply answers which can more closely align with how people travel. It also reduces ambiguity as *'most frequently'* can be interpreted differently.

Face to face data collection

Collecting face to face data electronically, for example through tablets set up in kiosk mode, would significantly improve data quality, consistency and analytical capability compared to paper-based methods. Electronic collection allows responses to be captured in the structured format of the existing online survey, enabling reliable cross-tabulation and more detailed analysis across variables such as commute distance, duration and mode choice. It would also provide an accurate total response count, addressing current uncertainty around the number of respondents, particularly where multiple responses are permitted.

In addition, electronic data collection reduces the risk of incomplete, illegible or inconsistent responses, as mandatory fields and logical skip patterns can be applied. It minimises manual data entry, reducing the potential for transcription errors and saving staff time during data processing. Using tablets also allows for quicker access to data, enabling real-time monitoring of response rates and early identification of any issues with survey design or respondent engagement. Overall, moving to electronic data collection would produce more robust, reliable and actionable face to face data to inform future transport planning and decision-making.

5.2 Recommendations based on survey results

Recommendations for staff

To reduce reliance on single-occupancy car commuting, it is recommended that the council develop workplace travel plan measures aimed at decreasing the dominance of car driving among staff.

Viable active travel alternatives, such as walking and cycling, should be promoted, particularly for short-distance commutes of under two miles, where these modes are practical and convenient.

To improve active travel infrastructure serving council workplaces, priority should be given to creating safer walking and cycling routes to key employment sites. Expanding segregated cycle lanes and protected infrastructure along identified staff travel corridors will enhance safety and encourage uptake. Maintenance of paths and cycle routes should be improved, including surface condition and vegetation management, to ensure routes remain usable. Additionally, winter maintenance such as gritting and clearing should be expanded on key walking and cycling routes, supporting year-round active commuting and making active travel a reliable option in all seasons.

It is recommended to increase access to cycling by introducing workplace bike loan schemes or a fleet of pool bikes, as 32% of respondents without a bike indicated they would cycle more if they had one. Regular bike servicing sessions could also support uptake, as 15% of respondents with bikes reported they required maintenance. Practical workplace barriers should be addressed by providing showers, changing facilities, and drying rooms at key council workplaces, along with secure bike shelters and lockers.

It may also be beneficial to develop travel time catchment maps from key council workplaces to illustrate the distances that can realistically be travelled by walking and cycling. These maps could help demonstrate that active travel is more achievable than some staff may perceive, particularly for those who believe the distance is too great or that they do not have sufficient time. This approach could be supported by introducing or promoting flexible start and finish times, enabling staff to undertake active travel journeys outside of peak traffic periods. Flexible working arrangements may also help staff with caring or childcare responsibilities, allowing them to incorporate activities such as school drop-off or pick-up into an active commute while still travelling to work by walking or cycling.

Recommendations for the public

To support increased levels of active travel, it is recommended that safer walking and cycling routes are prioritised, as improved safety was identified as the strongest motivator for greater uptake of active travel. This could include addressing unsafe road and path conditions such as potholes and narrow paths and expanding segregated cycle lanes that are clearly separated from traffic to provide a safer and more comfortable environment for cyclists. Regular maintenance of paths and cycle routes should also be improved to ensure good surface quality and remove debris, while vegetation management should be undertaken to maintain clear and accessible routes. In addition, winter maintenance such as path gritting should be expanded to ensure that key walking and cycling routes remain usable throughout the year. Improving lighting along active travel routes would further address safety concerns and encourage use during darker months. Finally, initiatives that support access to bicycles should be considered, such as bike access schemes or repair programmes, particularly for individuals who currently do not have access to a bike or whose bikes require servicing.

Infrastructure improvements should be prioritised in key settlements with the highest travel demand, particularly Alloa and surrounding towns, which had the highest number of survey respondents. Concentrating resources in key settlements can help create well-connected walking and cycling networks, making active travel a more practical and attractive option for everyday journeys.

