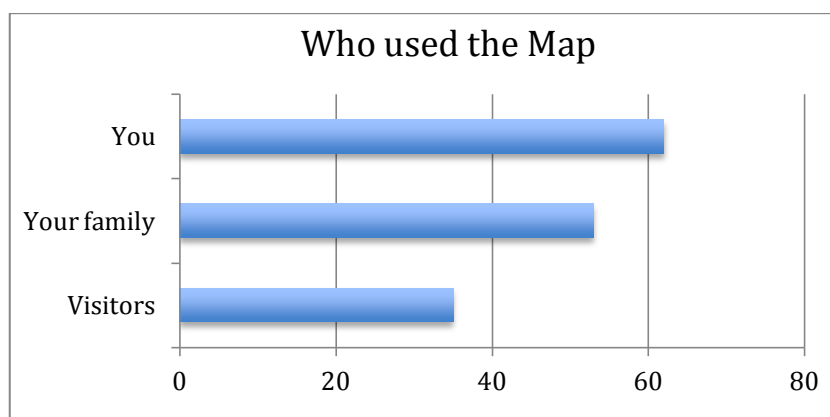


Dunblane Area Green Travel Map - Survey Results – February 2015

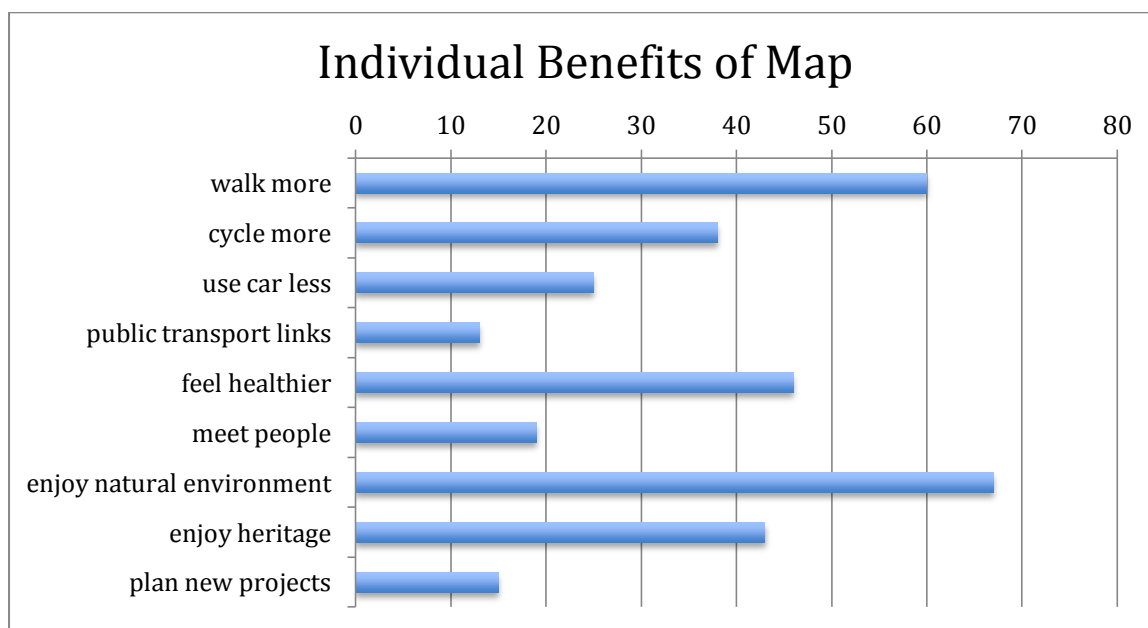
The Green Travel Map was created in 2010/11 with wide community consultation. 10,000 maps were distributed, an index street map provided for the museum and the maps are online at www.Dunblane.info. **This Survey** was designed to identify if there was demand for an update of the maps, and type of usage.

Primary school children to well over 60's, their visitors and hotel guests, valued the maps for many purposes.



What the maps are used for? Many locals and visitors use it for orientation/to explore Dunblane and area; for utility journeys, leisure walks, cycle rides and hacks; to find roads and places, green spaces, public transport, plan routes. Some have used it to plan new projects; in road safety, cycle training for children and adults, health walks, tourist maps and leaflets, and supply as an example for other areas.

The map encourages active travel and many people felt healthier and particularly enjoyed the natural environment and heritage. "Encourages confidence to walk locally". "Improved awareness of local facilities and access to the environment".



Benefits to Area? Many varied responses, for example; “Extensive, valuable source of clear up to date information to locals and visitors”. “Makes the area more interesting, attractive, accessible and safer to explore by walking and cycling.” “Attract more visitors to stay longer and benefit local businesses.” “The map encouraged me to come to the area as it helped plan safe cycling routes”. “Healthier locals, offered more travel options.” “Promote and protect green spaces”. “Visitors now expect a map for cycling and walking in major towns, especially if in tourist areas.” “good for tourists/visitors and students at Uni” “Helps finding safer cycling routes to enable less confident cyclists to take up cycling” “It links communities. Brings people to area to explore greenspace and utilise facilities eg cafes and shops” “It shows the variety of walking/cycle routes available locally without the need to travel elsewhere by car. People are then more likely to use local services as a result.” “Makes Dunblane a destination for ramblers”. “Demonstrates to visitors to the town the variety of amenities, their locations and the fact that they are all within easy walking distance of each other”. “Good evidence of desire to encourage transition to low carbon/healthy living”. “Very useful for tourists who want to find walks/ancestors' homes.” “Gives a better picture of how the area has developed.” “Encourages visitors to get out and about so they have a better experience of Dunblane”... etc

Demand for maps? 95% wanted to continue the Green Travel Map, 76% the Index map, and both printed and online, and widely available.

“An essential guide for residents and visitors alike” “Gives much better perspective of what’s available and accessible locally than any alternative. Complementary to OS or Harvey maps.” Excellent format as it is., good to keep it updated”. “Perhaps BID could fund a business version with local facilities”.

Conclusion

There is very strong support for updating the maps, distributing them widely, and potential for an index/business/facilities map – perhaps an A3 double-sided pad?

All age groups use the maps for a wide variety of purposes and benefits; for active travel, health, social, appreciating the natural environment, heritage, and to plan many new projects. Benefits to the area are felt to be “enormous” for locals and visitors, and to local businesses.

However since limited grants are available, a package of 3 funding applications for £5900 has been made, to update the maps, print 10,000 Green Travel Maps, renew the online licence, and perhaps develop a tourist business sheet version.