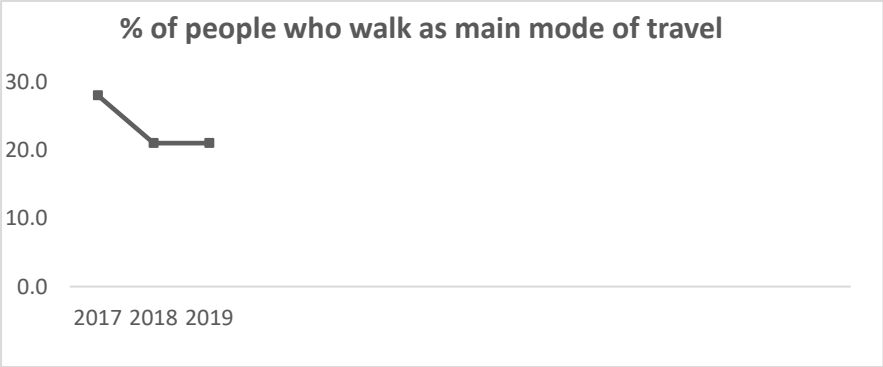
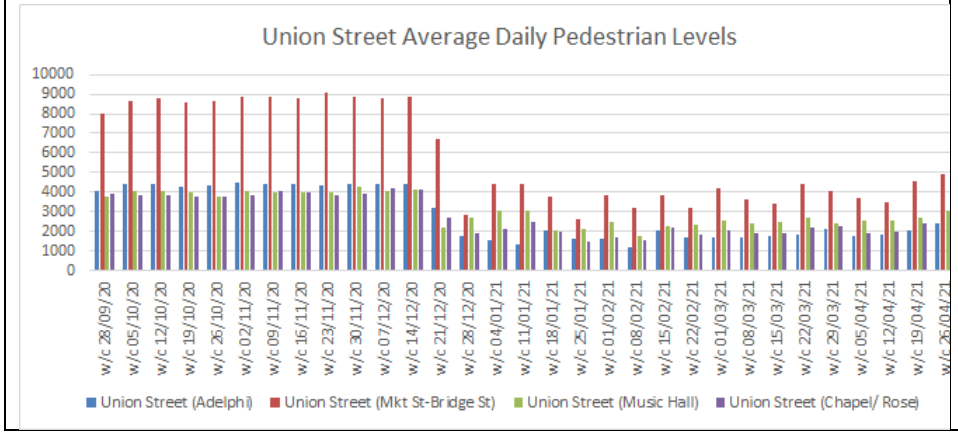
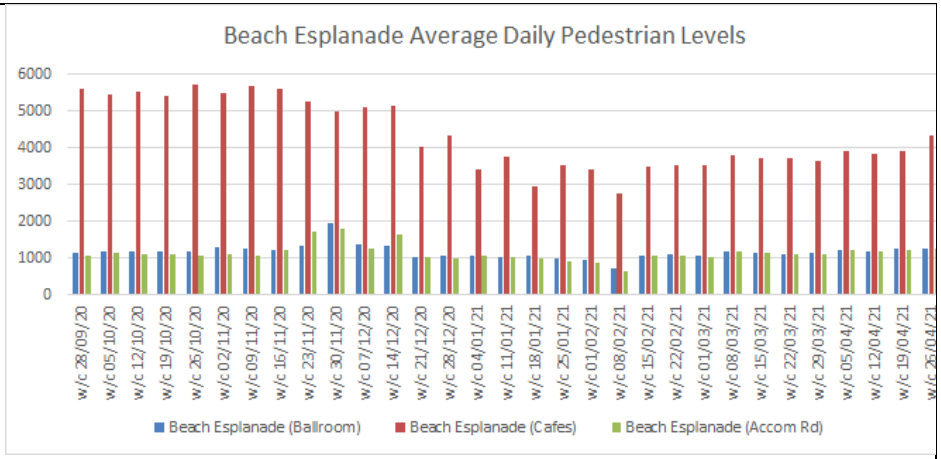
15.2 Active Travel Walking Project

Project Aim	Start Date	Testing End Date	Progress Scale
Increase % of people who walk as main mode of travel to 31% by 2021. **Project Manager:** Kelly Wiltshire, NESTRANS **Project Charter Approved:** Sept 2020	Sept 2020	April 2023	5

Changes Being Tested (Specify location/ test group)	Are our changes resulting in improvement?
The change ideas may change or be amended due to the changing nature of the Covid-19 Pandemic and restrictions that are in place or may be put in place. The project team have met regularly to discuss moving forward and continuing promoting walking as Covid-19 restrictions ease.	Due to the Covid-19 pandemic, the number of people walking has increased significantly. CHART - Average Daily Pedestrian Count Mar.pdf (aberdeencity.gov.uk)

Improvement Data	
	CHART - Average Daily Pedestrian Count Mar.pdf (aberdeencity.gov.uk)


Union Street Average Daily Pedestrian Levels
10000
9000
8000
7000
6000
5000
4000
3000
2000
1000
0
w/c 28/09/20
w/c 05/10/20
w/c 12/10/20
w/c 19/10/20
w/c 26/10/20
w/c 02/11/20
w/c 09/11/20
w/c 16/11/20
w/c 23/11/20
w/c 30/11/20
w/c 07/12/20
w/c 14/12/20
w/c 21/12/20
w/c 28/12/20
w/c 04/01/21
w/c 11/01/21
w/c 18/01/21
w/c 25/01/21
w/c 01/02/21
w/c 08/02/21
w/c 15/02/21
w/c 22/02/21
w/c 01/03/21
w/c 08/03/21
w/c 15/03/21
w/c 22/03/21
w/c 29/03/21
w/c 05/04/21
w/c 12/04/21
w/c 19/04/21
w/c 26/04/21
Union Street (Adelphi)
Union Street (Mkt St-Bridge St)
Union Street (Music Hall)
Union Street (Chapel/ Rose)


Beach Esplanade Average Daily Pedestrian Levels
6000
5000
4000
3000
2000
1000
0
w/c 28/09/20
w/c 05/10/20
w/c 12/10/20
w/c 19/10/20
w/c 26/10/20
w/c 02/11/20
w/c 09/11/20
w/c 16/11/20
w/c 23/11/20
w/c 30/11/20
w/c 07/12/20
w/c 14/12/20
w/c 21/12/20
w/c 28/12/20
w/c 04/01/21
w/c 11/01/21
w/c 18/01/21
w/c 25/01/21
w/c 01/02/21
w/c 08/02/21
w/c 15/02/21
w/c 22/02/21
w/c 01/03/21
w/c 08/03/21
w/c 15/03/21
w/c 22/03/21
w/c 29/03/21
w/c 05/04/21
w/c 12/04/21
w/c 19/04/21
w/c 26/04/21
Beach Esplanade (Ballroom)
Beach Esplanade (Cafes)
Beach Esplanade (Accom Rd)