

The Swale Cycling Plan

Swale Cycle Forum

Draft Version 2.0, February 2013

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1. Introduction

The Swale Cycle Forum was established in 2011 to bring together local cyclists, representatives from Sustrans, Spokes, the national cycling charity CTC and other interested community groups. The Forum aims to work with the local community, Swale Borough Council (SBC) and Kent County Council (KCC) to enable more people to cycle safely, more often.

This document, The Swale Cycling Plan, has been created to assist KCC, Kent Highways & Transportation (KH&T) and SBC to develop an effective cycling strategy as part of Swale's Transport Strategic Plan. This document outlines how cycling should be promoted and developed in Swale over the next 5 years.

2. Why Promote Cycling in Swale?

The case for encouraging cycling is well established. Increased cycling reduces carbon emissions and congestion as well as promotes health and well-being. The specific impetus in Swale comes from the 30% obesity rate in adults and the two cycling deaths this summer (2012) in Swale.

There has been a recent momentum in cycling that has started in large urban areas and culminated in the recent sweep of British medals in cycling at the Olympics. However, as we have seen even the top cyclists are not immune to poor cycling provisions, and inconsiderate use by other road users. Swale should not fall behind in this movement towards this healthy and truly sustainable form of transport.

3. Setting Local Priorities

The following six headings outline the key local priorities that will form the underpinning principles for the improvement and development of Swale's cycle network.

3.1: Integrated Transport Network

The population of Swale has increased steadily year on year, a trend that is expected to continue. In order to encourage cycling and to cope with the increased demands placed on the highway network caused by population growth it is essential to have a safe, well planned and joined up cycle network. Importantly, cycle infrastructure needs to be high quality and provide a viable alternative to car travel.

In Swale, over 36,000 residents work as well as live in the District. Swale also has more residents commuting to London than other districts in East Kent (4,724) (Swale Borough Council, 2009). Therefore, the cycle network needs to provide safe, convenient access to key services such as public transport interchanges, schools, employment and other key services. There also needs to be safe, secure and convenient facilities at the end of a cycle journey making cycle parking an essential component of any high quality cycle network.

3.2: Schools

There are 58 schools in Swale equating to approximately 21,000 pupils. It has been reported that up to 50% of children would like to cycle to school¹ however only approximately 2% actually do ².

¹ Sustrans 2010 Bike It Review

² Steer Davies Gleeve, 2012.

Enabling more children to cycle to school would also help reduce the peak time congestion caused by car journeys to and from school. However, parents need to feel confident that the cycle network is safe for their children to cycle to and from school and that there is secure storage when they arrive. In addition, all children need access to Level 1, 2 and 3 National Standard Cycle training (Bikeability) to ensure they have the necessary skills to cycle safely - a vital life skill that will enable them to enjoy cycling throughout their lives.

As well as high quality cycle infrastructure, there are additional road safety measures that will enable more children to feel confident to cycle more. Such measures include appropriate speed limits and cycling friendly traffic calming particularly around schools.

3.3: Working with local Employers and Distribution Centres

Swale has a number of large distribution centres that are important employers. Heavy goods vehicles (HGVs) pose a significant road safety risk to cyclists. Therefore, Swale's highway network needs to effectively address the needs of both HGV traffic and cyclists.

Future development should aim to provide separate cycling facilities to avoid conflict between cyclists and HGV traffic. There are also additional safety features that should be considered where evidence suggests that they will enhance the safety of vulnerable road users e.g. Trixi Mirrors, advanced stop lines and phased traffic lights to give cyclists priority at junctions and are particularly helpful where cyclists share routes with HGVs.

It is vital to work with employers and developers on initiatives to enable more employees to cycle safely to and from work e.g. access to cycle training, secure cycle storage, lockers/showers and access to a bike 2 work scheme.

3.4: Health and Inequality

Overall, Swale's health outcomes are generally worse than elsewhere in the South East of England. Average life expectancy from birth is 79.3 years in Swale which compares to 80.9 years for Kent and Medway. The proportion of adults in Swale who are obese (30.2%) is the highest of any district in Kent and significantly worse than the UK average. In addition, Swale has a high prevalence of diabetes (6.6%) and Chronic Obstructive Pulmonary Disease (1.7%) (NHS Kent & Medway, 2012).

Poor health is both a consequence of deprivation and a cause of it. Swale is the third most deprived district within Kent and is ranked 99 out of the 326 districts in England (NHS Kent & Medway, 2012). However, there are significant differences in the profile of inequality across the borough. Sheerness, Bluetown and Murston are within the top 10% of deprived areas in the country (Swale Borough Council, 2009) whereas some of the rural areas on the mainland are relatively affluent.

A growing body of evidence has reported an association between regular cycling and improved health and wellbeing for all ages. It can provide vital additional physical activity for children and adults when used as a form of transport to work and school. Importantly, it is a low cost form of transport that enables increased independence and access to employment and key services.

It has been recommended that:

*"Doctors help by intervening with individual **patients**, their families and contacts, using clinical tools including social prescribing and brief interventions. They can work within **communities**, for*

example, by commissioning measures including health promotion and ill health prevention that will affect changes to the social determinants and are effective in the whole community including those who are traditionally hard to reach.” (NHS Kent & Medway, 2012)

This could be achieved by GP referral for cycle training and led bikes rides, involvement in transport planning decisions and support for bicycle recycling schemes for deprived communities.

3.5: Leisure and Tourism

It is estimated that there were 416,000 overnight and 4.4 million day tourism trips to Swale in 2009. It is also estimated that a total of £187,966,000 was spent by overnight and day visitors of which approximately £186,000,000 directly benefitted local businesses. It is reported that in 2009 tourism supported 3200 jobs (7.4% of all employee jobs) in Swale (Tourism South East Research Unit, 2009).

Swale has a number of beautiful cycle routes and quiet country lanes that make it an ideal destination for day and overnight visitors. It is therefore suggested that future development of the cycle network includes links to and promotion of leisure cycle routes in Swale and to neighbouring Districts.

3.6: Planning and Development

New development often brings with it opportunities to improve cycling infrastructure. These opportunities should be used to create a connected cycle network and improve on the existing, typically piecemeal infrastructure. The cycle network should provide both strategic, longer distance connections as well as local ones. Planning decisions should be made with these objectives in mind.

4. Improving the Cycle Network

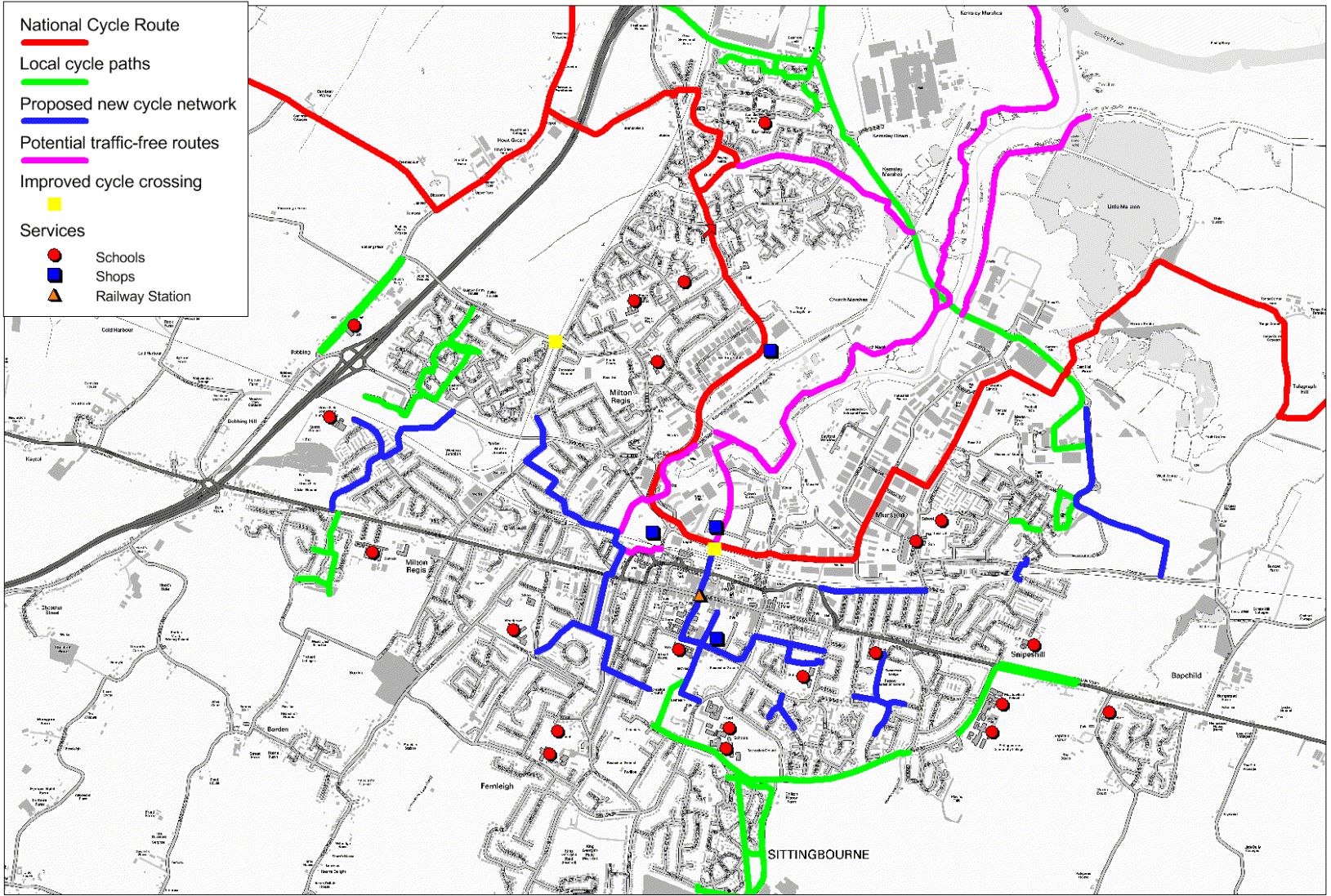
Perceptions of safety are an important barrier preventing people from cycling. For the past 60 years, road planning has focussed almost entirely on drivers to the detriment of other road users.

Designated cycle routes are often poorly planned and executed and badly maintained.

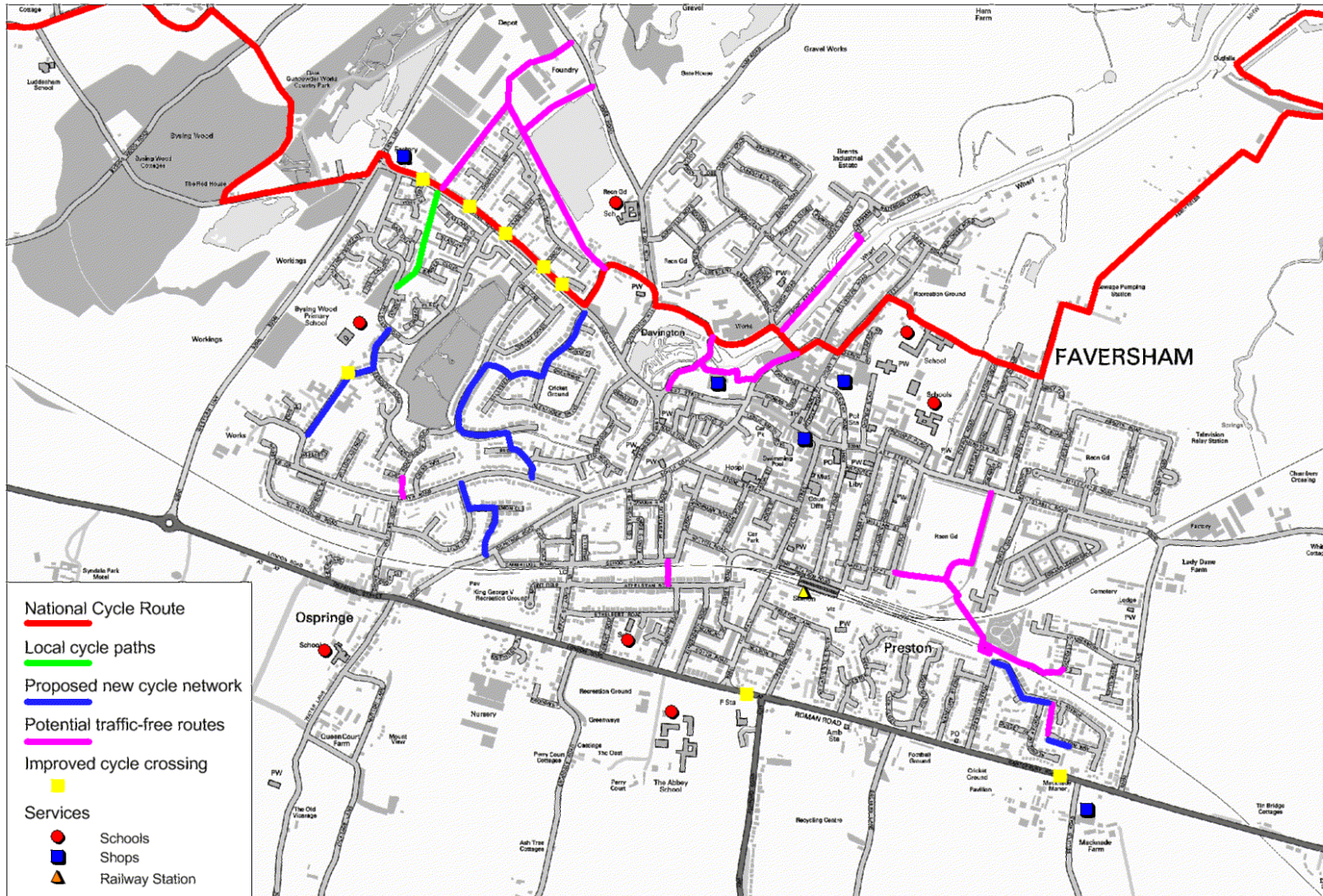
The cycling infrastructure that has been created has mainly been funded by charities, particularly Sustrans, or through developers' planning obligations. In light of the benefits that cycling provides as outlined above (reduced use of cars, congestion and pollution relief, health and wellbeing etc) Swale Cycle Forum believes a larger percentage of the roads budget should be allocated to the development of a well-planned, comprehensive and safe cycle network.

The following maps show the analysis we have undertaken in Sittingbourne, Faversham and the Isle of Sheppey. They show the existing cycle provisions and where we believe the cycle route network will benefit from some improvements. Our proposals are for new routes that will connect up housing areas with the main services, and interconnect the existing cycle paths.

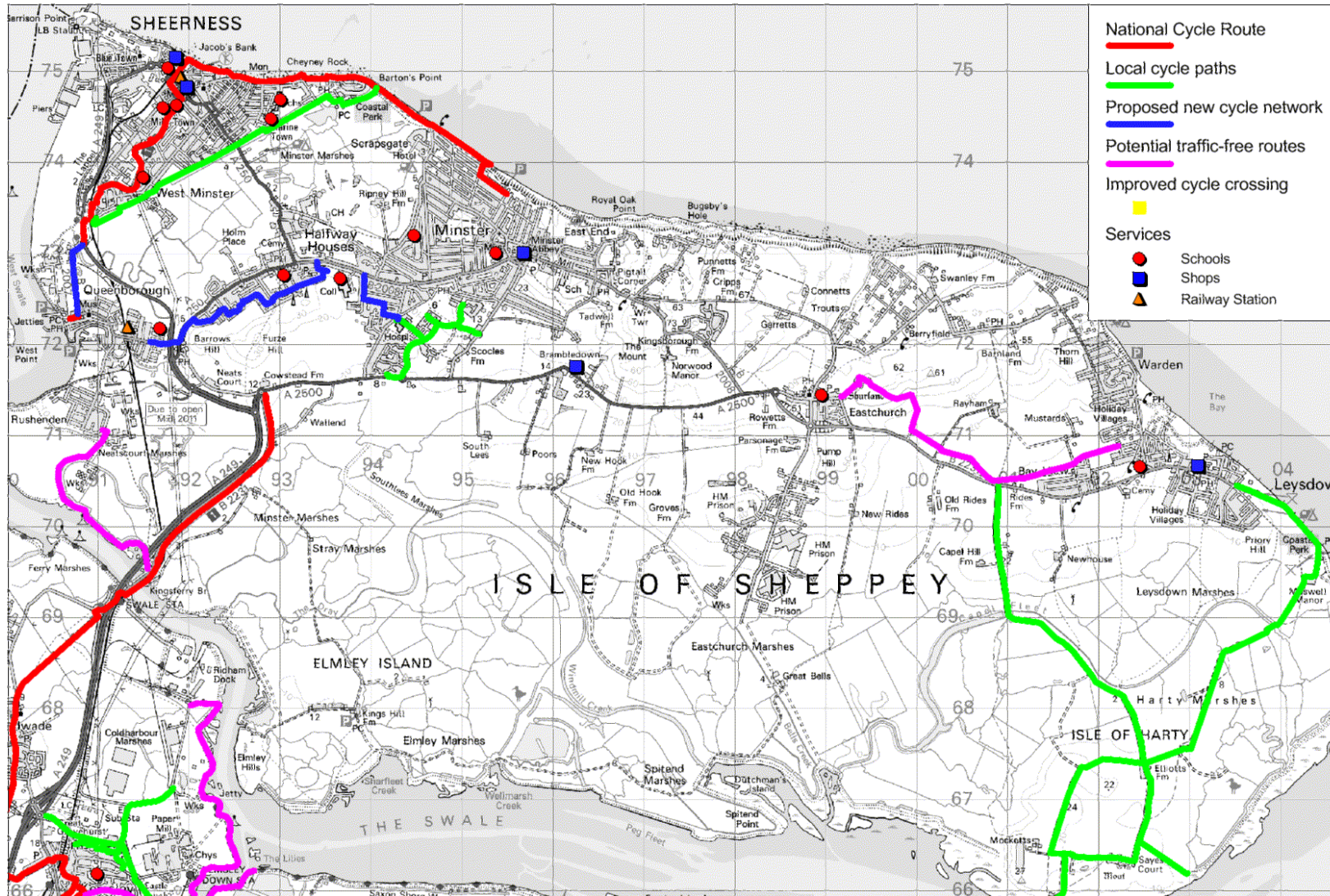
Sittingbourne cycle network improvements



Faversham cycle network improvements



Sheppey cycle network improvements



In Swale, National Cycle Route 1 meanders its way along the north coast of the mainland of the Borough and the recently created National Cycle Route 174 looping around Sheerness. The nature of these cycle routes change throughout the borough as they cross gravel tracks, mud paths, country lanes, busy roads, housing estates and industrial estates.

The quality of cycle routes in Swale also varies. In Sittingbourne there are high quality sections (e.g.; the new path along the Swale Way which is wide and smooth), but also poor piecemeal connections across the town, particularly from some of the new housing estates to services and schools. Too often a housing development has provided a cycle path as an ill-thought out add on. In the new housing estate at the Meads, for instance, cyclists and pedestrians are expected to share pavements, a situation which is potentially dangerous to pedestrians and inconvenient for cyclists. Shared use paths should where possible be segregated, with suitable connecting routes and follow the latest Department for Transport and Sustrans guidelines.

In Faversham, there are two tarmac cycle paths. The section of Route 1 between Abbey Place and Gordon Square which has limited access due to the barriers placed at each end, and the other, along Bysing Wood Road is an indirect route and inconvenient for cyclists as it cuts into side streets.



The Meads, Sittingbourne and Bysing Wood Road, Faversham

Investment in cycling has been greatest on the Isle of Sheppey, as set out in the *Thames Estuary Path Survey 2008* which has formed the basis for cycling provision on this island. They include the new cycle paths around Sheerness and a leisure route on the Isle of Harty.

The only other cycling facilities around the borough are intermittent strips on the edge of roads.

As this brief analysis illustrates, the standard and coverage of the cycle network in Swale varies dramatically, making it difficult and sometimes dangerous to cycle in Swale. In order to improve the levels of cycling in the borough cycling needs to be made easier and safer for all cyclists.

The underlying principle in planning a convenient cycle network is to ensure that it presents a realistic alternative to car travel to enable local residents and visitors to access key services

and transport interchanges e.g. work, shops, schools, health care, railway and bus stations. In addition, cycling is a popular leisure activity that enables people to access the wonderful surrounding countryside in a sustainable way that also has massive health benefits.

To ensure the highest possible standards *Cycle Infrastructure Design* (Department for Transport, Local Transport Note 02/08) should be the standard guidance underpinning the construction of new cycle infrastructure. This advocates the 5 principles of convenience, accessibility, safety, comfort and attractiveness. Additional guidance on the principles of street design can be found in Sustrans' *Technical Guidelines* (sustrans.org.uk) and in the *Manual for Streets* (Department for Transport and Department of Communities and Local Government, 2007) which looks at cycle provision in residential streets and *Manual for Streets 2* (Department for Transport, 2010) which extends this guidance to other urban and rural situations.

Utilising the principles outlined here and in the above mentioned design manuals a number of missing links and new cycle routes have been identified and are outlined in section 8.

4.2. Funding Improvements in the Cycle Network

Cycling strategies are vital to the process of securing funding for the future development of the cycle network. Importantly, cycling strategies need to prioritise and specify how the cycle network will be developed and include sufficient detail to enable funding bids to be submitted.

There are a number of potential sources of funding:

Local transport capital funding allocations for the Integrated Transport grant:

The Integrated Transport Block grant is capital funding from central government given to local transport authorities for small transport improvement schemes costing less than £5 million. Schemes include – small road projects, road safety schemes, bus priority schemes, walking and cycling schemes and transport information schemes. Due to the recent challenging economic conditions the local Highway Authority IT funding has been reduced. However, funding is available for small scale infrastructure schemes that will make demonstrable improvements to the highway network.

Developer Contributions under section 106: Developers can be asked to make a contribution to fund specified highway improvements to mitigate the traffic related effects of the development.

Community Infrastructure Levy: Developers are required to make a contribution to enable specified improvements to the highway network. Swale's Transport Strategy, including the Cycling Strategy, will be used to negotiate CIL funding.

Additional sources of funding: Additional funding opportunities do become available from central government and other sources. Importantly, such funding bids often have a relatively short bidding time-frame and the funding is time limited. It is therefore vital to have a number of planned and pre-prepared cycle schemes available to maximise potential funding opportunities.

4.3. Cycle parking

Safe, secure cycle parking is an essential requirement to enable more people to cycle more often.

Cycle parking standards for new development are outlined in KCC's Kent Vehicle Parking Standards SPG 4 (2006). Cycle parking in existing development is a factor that should be promoted wherever possible.

A key component of any public space cycle parking is how cycle parking can complement and enhance the local environment whilst also being functional. Wherever possible new cycle parking should enhance public spaces, be sourced from local suppliers and designed by local artists making use of distinct yet functional designs e.g. Cyclehoop.com

To ensure the best standard of cycle parking, the use of recent best practice guidance is to be advocated e.g. Cambridge Cycle Parking Guide and Sustrans:

<http://www.camcycle.org.uk/resources/cycleparking/guide/cycleparkingguide.pdf>

<http://www.sustrans.org.uk/resources/design-and-construction/features-and-furniture/cycle-parking>

http://www.sustrans.org.uk/assets/files/Safe%20Routes/resources/toolkit/srs_cycle_parking_manufacturers.pdf

A number of sites have been identified as outlined in section 8. In addition, KCC, KH&T and SBC should continue to ensure that cycle parking is included in all new developments.

1.4. School parking

The current allocated cycle parking is focused at the main railway stations, libraries, schools and leisure services. The station cycle parking is readily maintained by the network company and is well used by commuters. There are currently 56 well protected parking spaces at Sittingbourne station, 40 at Sheerness and 20 at the rear car park of Faversham station.

Some schools have adequate cycle parking provisions e.g.; Queen Elizabeth in Faversham has 40 spaces within its grounds. However, many other schools would benefit from improved parking. Such improvements should be undertaken in parallel to improved connectivity to these specific schools.

5. Maintenance

A high standard of maintenance is vital if a cycle route is to remain both safe and attractive to users. In constructing and maintaining cycle routes, KCC will follow guidance outlined in Application Guide AG26 (Version 2)21. A programmed cycle route maintenance schedule will be produced for off road routes subject to funding.

KCC also works in partnership with Sustrans, the UK's leading sustainable transport charity, on a number of initiatives including the Rangers Project. Volunteer Rangers help maintain the cycle network in a number of ways including placing temporary signs, reporting faults, undertaking small scale vegetation clearance and organising work days for more ambitious maintenance projects.

Road surfaces will be surveyed by highway inspectors in a way which takes into account the needs of cyclists, for example, by giving appropriate attention to the 2 metre strip alongside the kerb where most cyclists ride. New cycle infrastructure and facilities will only be introduced if it is possible to maintain them once introduced. Where new infrastructure and facilities are introduced they will be designed so as to minimise future maintenance liabilities. For example, a balanced approach to signing will be adopted so as to avoid street clutter.

6. Safer Cycling

6.1. Cycle Training

National Standard Cycle Training (Bikeability) is now provided across Kent by both Kent County Council and via School Games Host Schools. The objective of this action plan is to ensure that all year 6 children have the opportunity to participate in Level 1 and 2 Bikeability Training. In addition, all secondary aged children up to year 9 will have access to level 3 Bikeability Training.

Many adults may also benefit from cycle training either because they have lost confidence or may never have had cycle training. Therefore, adult confidence and Bikeability training should be made available to adults in Swale.

6.2. Mitigating accident hot spots

Swale's cycle network will be developed and improved to address safety issues based on an analysis of DfT Stats 19 Reported Road Casualties and other reported safety concerns.

Swale has a number of large distribution centres that require the movement of significant number of heavy goods vehicles on the local highway network. HGVs pose a serious threat to cyclists and other vulnerable road users. Therefore, there is a need for safe alternative routes to minimise the need for HGVs and cyclists to share the road.

The use of additional highway safety features should be considered where there is evidence that they will increase the safety of vulnerable road users. Such measure may include Trixi mirrors, advanced stop lines and cyclists priority at junctions.

6.3. 20 mph Speed Limit in urban areas

It has been shown that the likelihood of surviving a collision with a motor vehicle is far greater when the vehicle is travelling at 20 mph. Therefore, this Cycling Plan advocates a move towards 20 mph speed limits for all urban areas to improve the safety of all vulnerable road users.

7. Promoting Cycling in Swale

Swale Cycle Forum is working with Swale BC, KCC, Sustrans and other organisations and community groups to help develop an awareness of the needs of local cycle users.

7.1. Access to information

A cycle map for Swale will be published in 2013 to provide residents and visitors with information about the local cycle network.

Up to date information about cycling in Swale is and will be available on the following web pages:

<http://www.kent.gov.uk/cycling>

<http://www.spokeeastkent.org.uk/district/swale>

<http://swale.ctc.org.uk>

7.2. Working with the local Community

Active Travel Project: In 2012 KCC funded a successful “community bike workshop” in partnership with SBC and the Healthy Living Centre in Sheerness. The workshop was run over a weekend in August and 41 bikes were either fixed or recycled for the local community. Due to the demographic profile of Swale and known issues associated with multiple deprivation the Cycle Forum would like to see KCC, SBC and local Health organisations work in partnership to fund an active travel project that should include bicycle recycling scheme. The aim of the project being to provide local families with access to loan bikes to enable greater access to key services as well as promoting independence and active travel. More information about Active Travel Projects can be found at: <http://www.sustrans.org.uk/what-we-do/active-travel/active-travel-projects>

Bike It: Swale Cycle Forum would like to see KCC, SBC and local Health organisations work in partnership to fund a Sustrans Bike It Officer post to work with the Schools, the Local Authority and the local community to enable more children to cycle safely to school: <http://www.sustrans.org.uk/what-we-do/bike-it>

Sustrans Rangers: There are opportunities for local residents to get involved with looking after their local cycle network by becoming a Sustrans Ranger: <http://www.sustrans.org.uk/support-sustrans/get-involved/volunteering-with-sustrans/volunteer-rangers>

7.3. Local events

KCC, SBC and other partners will work with British Cycling to provide SkyRide Local in Swale in 2013.

The Swale Cycle Forum will attempt to work in partnership with local clubs and organisations.

7.4. Cycling Clubs & Organisations

There are a number of active cycling clubs in Swale that offer numerous opportunities for people to enjoy cycling and access friendly advice:

Medway Velo <http://www.medwayvelo.org.uk>

Swale CTC: <http://swale.ctc.org.uk>

Wigmore CC <http://www.wigmorecyclingclub.org.uk> Wigmore CC has a popular and growing Go-Ride junior cycling club that is working to develop the future generation of cyclists and cycling champions: <http://www.wigmoreccgo-ride.blogspot.co.uk>

8. Monitoring the Cycling Plan

The effectiveness of this Cycling Plan in enabling more people to choose to cycle more often will be measured as follows:

8.1: At least two automated cycle counters will be installed on the cycle network. Automated cycle counters monitor the number of cycle movements over the counter 24 hours a day.

8.2: Sustrans Rangers will perform quarterly cycle counts at Faversham, Sheerness and Sittingbourne railway stations.

8.3: The number of cycle parking spaces will be monitored on an annual basis

8.4: The length and condition of signed cycle network will be reported on an annual basis

9. Proposed Development of the Cycle Network

9.1 Cycle Parking Installation and Improvement Locations:

Faversham:

- Faversham car parks and shopping areas
- Faversham Library
- Faversham Post Office
- Faversham Heritage creek trail

Sheppey:

- Queenborough and Sheerness stations
- Adjacent to Tesco at Sheerness and Seafront
- Morrisons at Neats Court
- Minster road
- Leysdown

Sittingbourne:

- Sittingbourne redevelopment shopping zone
- Sittingbourne Post Office
- Swallows Leisure Centre
- Milton Country Park features and signage

9.2. New or improved cycled routes - short term:

Faversham:

- Bysing Wood Road cycle path – possible raised tables instead of side road kinks
- Access to new estate at Davington Park
- Flood Lane access to Morrisons
- Arthur Salmon Close to Ospringe Road
- School road to Athelstan Road
- Cycle paths through the Recreation Ground
- Improved cycling junction by Bysing Wood School

Sheppey:

- Eastchurch to Leysdown (currently at planning stage)
- Queenborough to Sheerness

Sittingbourne :

- Howard Avenue to Laburnum Place (Inc link to Linear Park)
- The Meads to Grove Park and London Road
- Connection of Great Easthall with Murston estate
- Laburnum Place to Park Street, and south Sittingbourne
- Links between Gaze hill Road, Rectory Road, Wadham Place and School road
- Stanhope Avenue to Highsted Road
- Connections from the Avenue of Remembrance using the park spaces

9.3. New or improved routes - medium term:

Faversham:

- Improved crossing over A2 at the Mall and into Abbey School
- Route to Canterbury via Dargate, and through Blean woods
- Route to Canterbury via Selling station, and using the Great Stour Way
- Utilise Faversham Creek Neighbourhood Plan and redevelopment to create Heritage cycle route
- Possibly re-align National Cycle Route 1 to use Oare road

Sheppey:

- Minster -> Warden
- Sheerness -> Minster (enabling commuting to station)

Sittingbourne :

- Re-align route 1 to use Swale Way over Milton Creek, remove route down Mill Way
- Shared use route thorough Milton Country Park, expand further connections into it.

9.4 New or improved routes - long term:

Faversham:

- Route through Preston Park to avoid the A2
- Redevelop the railway footbridge from Recreation ground to Bramley Ave, also access to Love Lane estate
- Direct route to Canterbury and potentially Dover, alongside the A2 via Boughton

Sheppey:

- All route in Sheppey linked up, enabling a complete circumnavigation of the island
- Off-road route though Elmley from the Harty route to the old Sheppey bridge over the Swale
- Route from old Sheppey bridge using old sea wall to Queenborough

Sittingbourne:

- Shortlands Road contra-flow route
- Extend Linear park over Mill Way, utilising the Sittingbourne and Kemsley Railway bridge
- New shared use bridge over creek between town centre and new Tesco development
- Expand the Meads route northwards

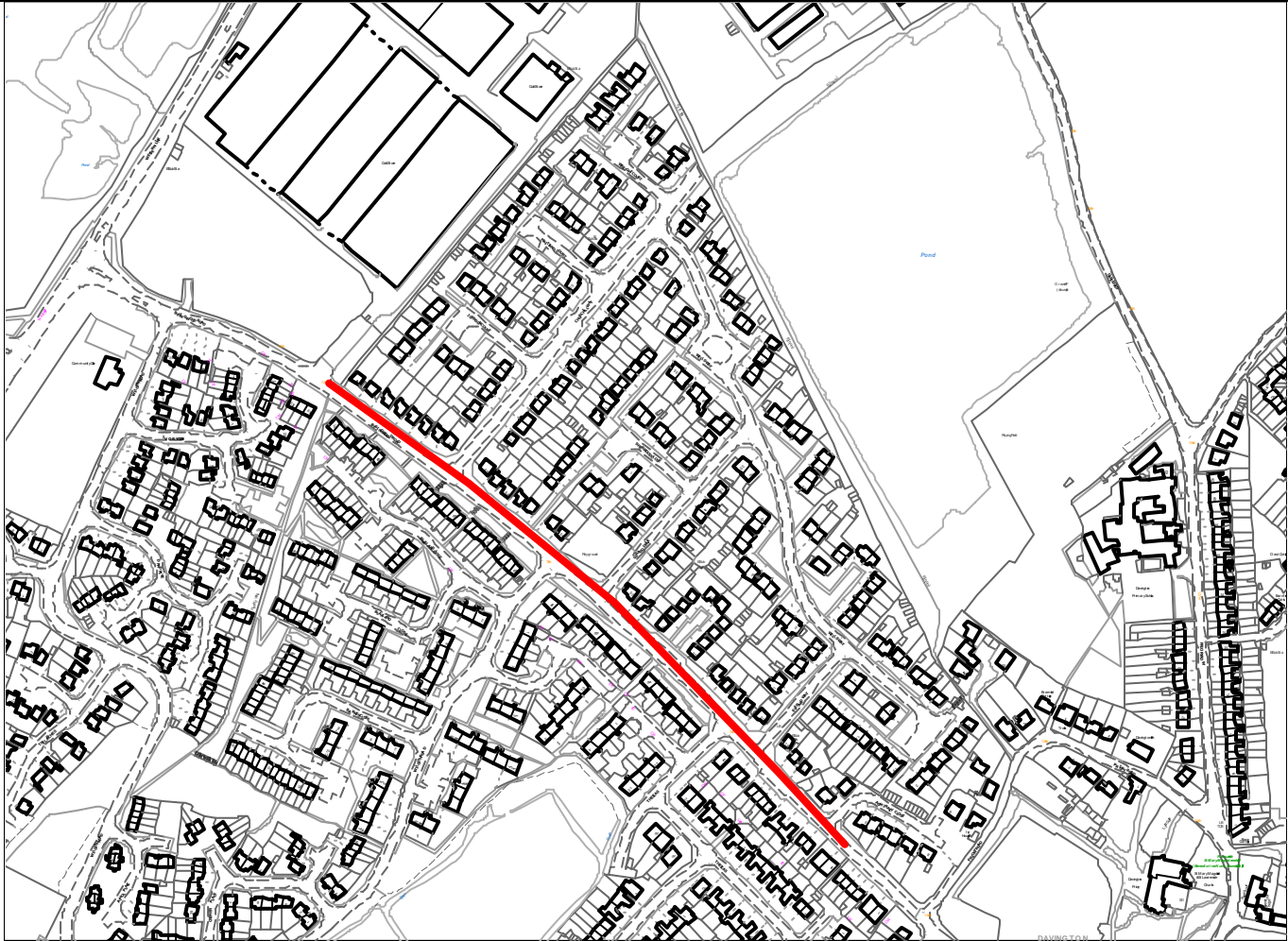
Recommendation 1 : Bysing Wood Road

Recommendation: Improvements to route to make it more user friendly by creating a linear cycle track with raised tables at junctions.

Brief Description: This is an existing cycle track that is a key part of NCN1. The present track needs to be improved to make it more user friendly and with more efficient use of the space that is available. At present the cycle track deviates to a crossing at each junction and needs to be redesigned to create a linear route.

Benefits: The present route is difficult for cyclists to use causing many to choose to ride in the road with the risk of conflict with other traffic. The benefits of improving the cycle track will be to create a user friendly linear route that links a residential area with the town centre, a new supermarket and also the countryside.

Status:

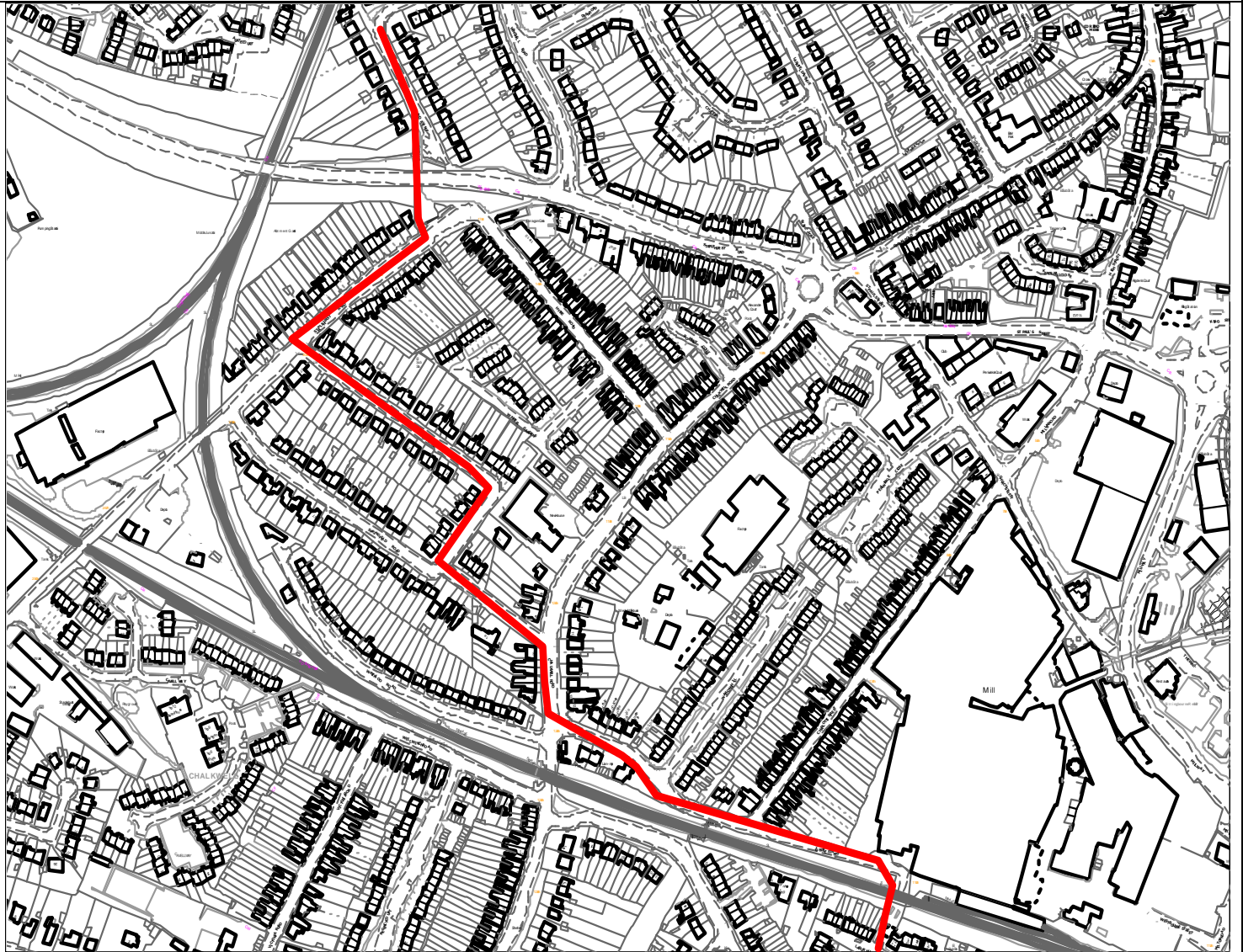


Recommendation 2 : Howard Avenue to Laburnum Place

Brief Description: There is an existing cycle link between Howard Avenue and Staplehurst Road. This scheme would create a signed route via Staplehurst Ave, Eastwood Rd, Springfield Rd, Chalkwell Rd, Watson Hill, Jubilee St, and the underpass linking with Laburnum place and also the new Morrisons supermarket.

Benefits: This route would form part of link to help residents from Sonara Fields Development and surrounding residential areas access Sittingbourne Railway Station, the Town Centre and other commercial services.

Status:

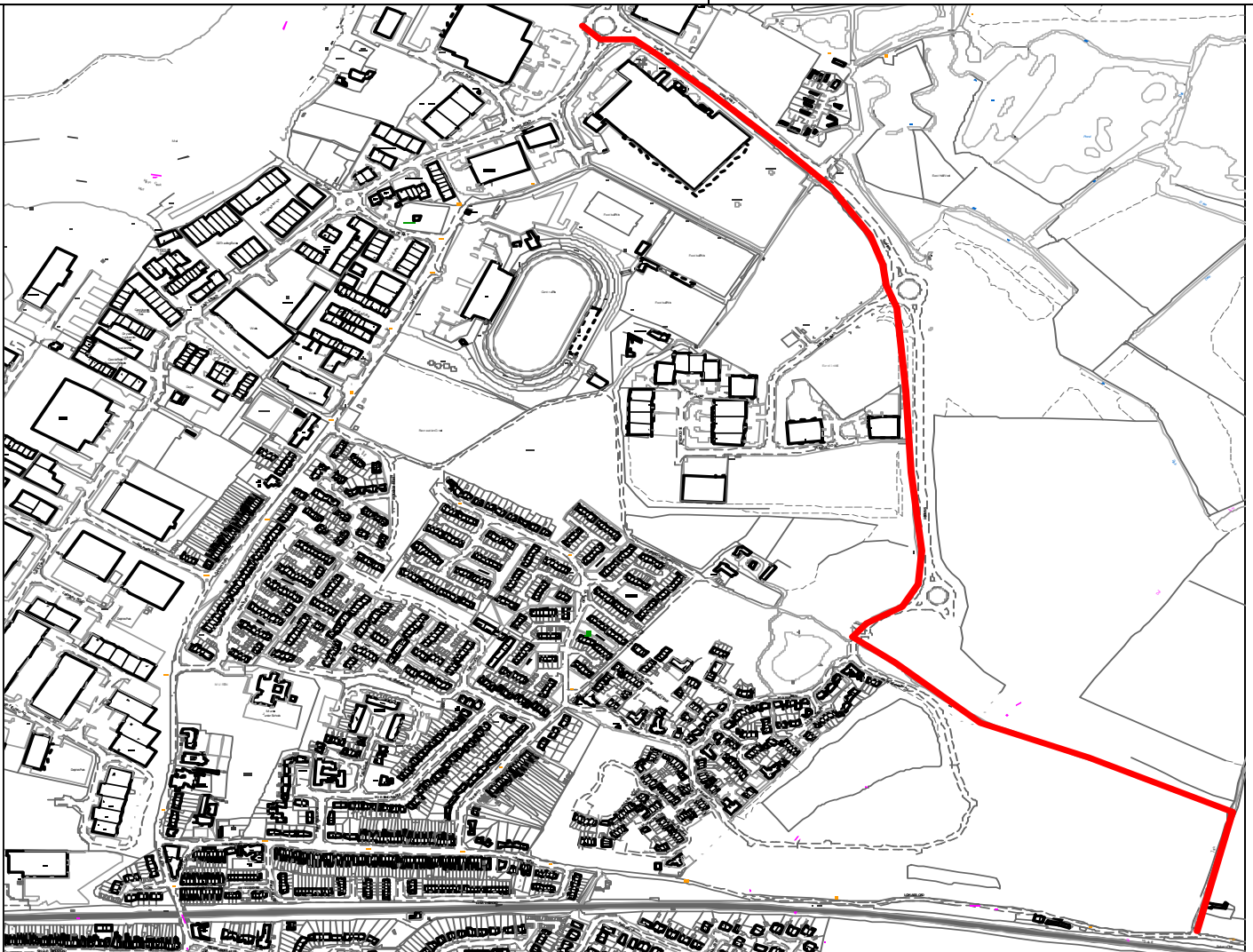


Recommendation 3 : Lomas Road to the Swale Way bridge over Milton Creek

Brief Description: *The newly constructed Swale Way provides a wide shared use path as new northern orbital around Sittingbourne. Unfortunately, the path stops on the eastern side of the bridge over Milton Creek. It re-appears alongside the western edge of the Swale Way around the Great Easthall estate. It needs to be made continuous and to be extended down south easterly to join onto Lomas Road, by following an existing footpath.*

Benefits: *This route would connect the new shared use path along the Swale Way eastwards onto the Lomas road, enabling a through way around Sittingbourne. We envisage this being a re-routed Route 1 national route in the future*

Status: *Half constructed. Existing footpath (ZR189) to Lomas Road to be utilised.*



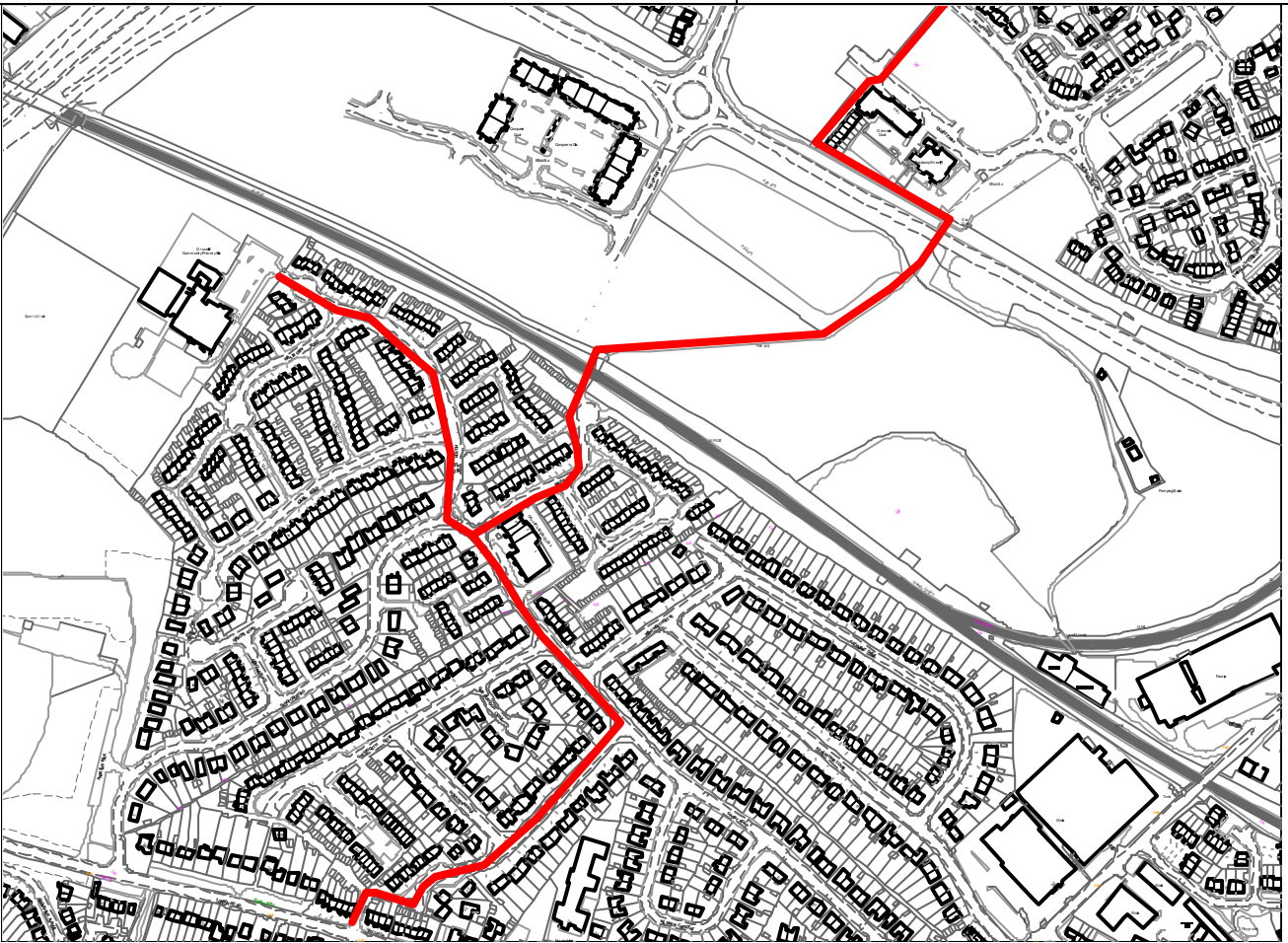
Recommendation 4 : The Meads to Grove Park and to London Road

Recommendation: A north-south route from the Meads estate to the Grove Park area.

Brief Description: The route over the wasteland fields is already used by both cyclists and pedestrians. If it was properly surfaced, with some lighting and a redeveloped railway crossing it would encourage wider use.

Benefits: The Meads development is still isolated from services. Providing this shared use path south to the rest of the Grove ward would connect up two significant schools, Grove Park and Westlands and other services on the A2.

Status: Existing safe road routes on the Meads and in Grove Park, but requires new cycle path to be laid over Greenfield site and crossing of the railway.



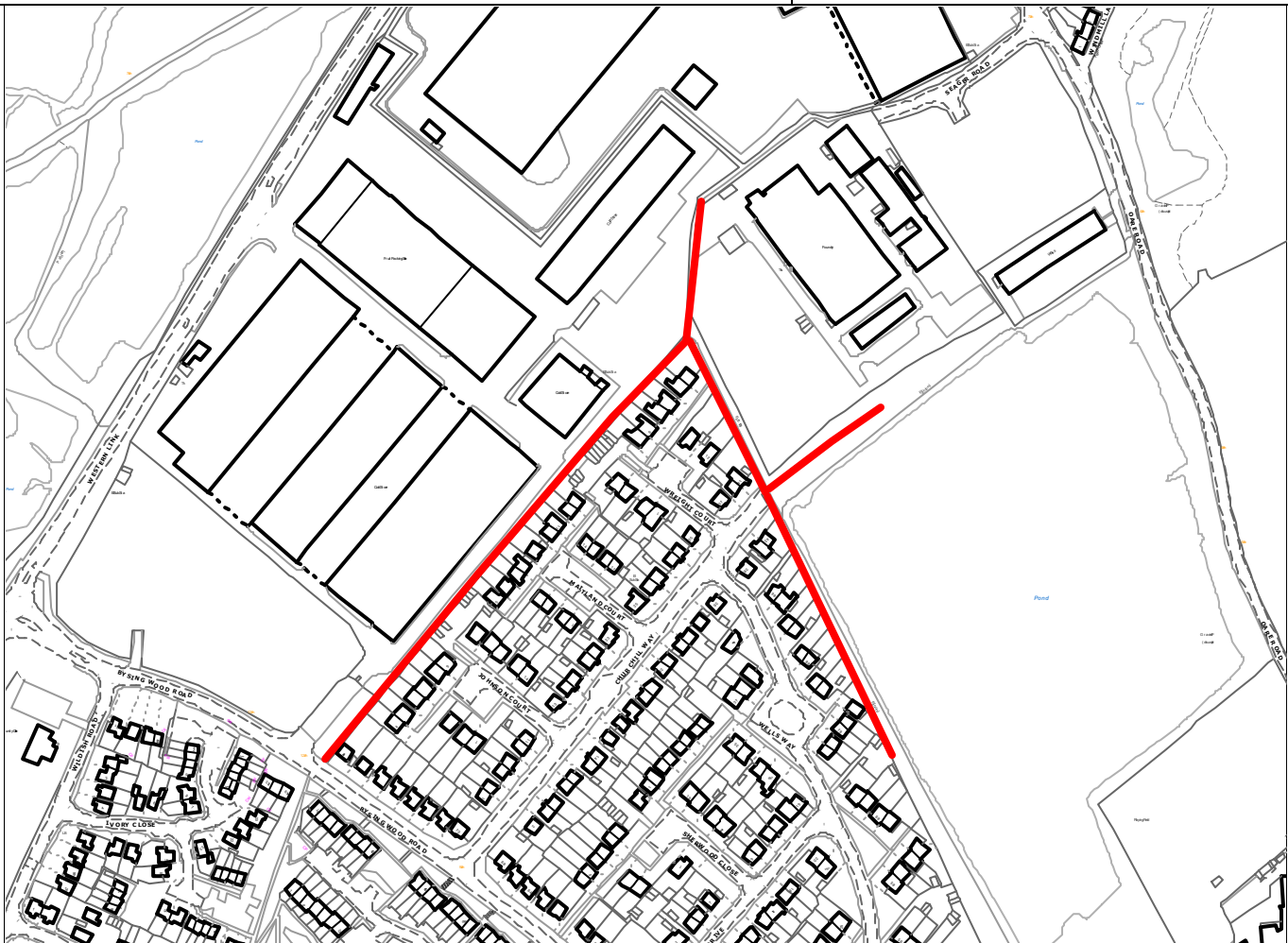
Recommendation 5 : Southern access to the new development at Davington Park

Recommendation: Connect up a current housing and workshop development at Davington Park with other parts of the community.

Brief Description: The current access to the new estate is only from Oare road. This new shared use network would provide much needed access from the southern perimeter of the housing

Benefits: Connects the new development at Davington Park with services, including the Sainsburys and the West Faversham Community centre on the western end of Bysing Wood Road. Potentially also connecting to Priory Way

Status: Connection to Davington Park needs to be established and resurfacing and lighting of alley paths.



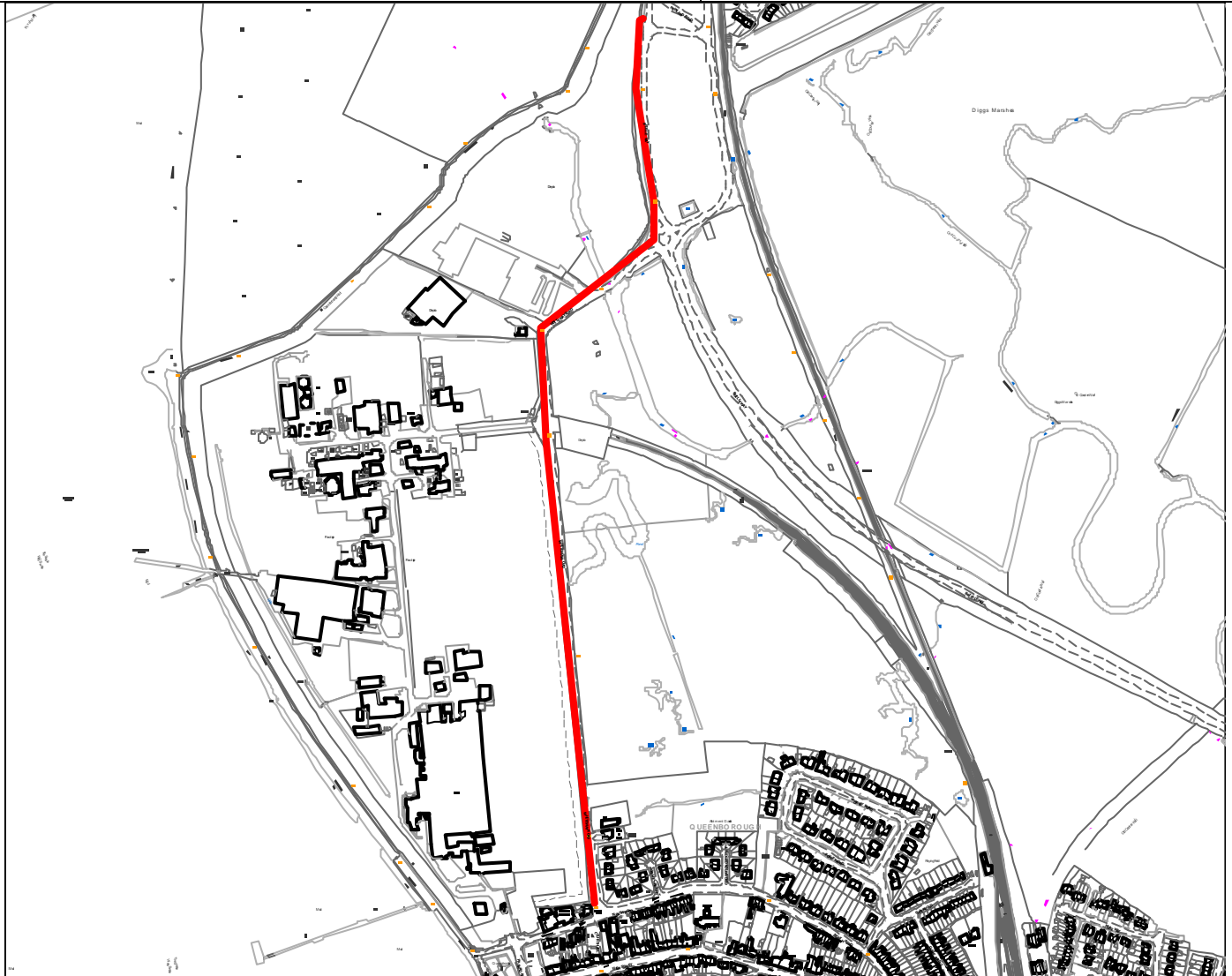
Recommendation 6 : Queenborough to Sheerness route

Recommendation: *Redevelop existing shared use path*

Brief Description: *Resurface, signage and lighting to facilitate better use of shared use path*

Benefits: *Linkage between the two towns.
Encourage cycling to work and shops*

Status: *To be designed. Seek partnership with Tesco and Aesica*



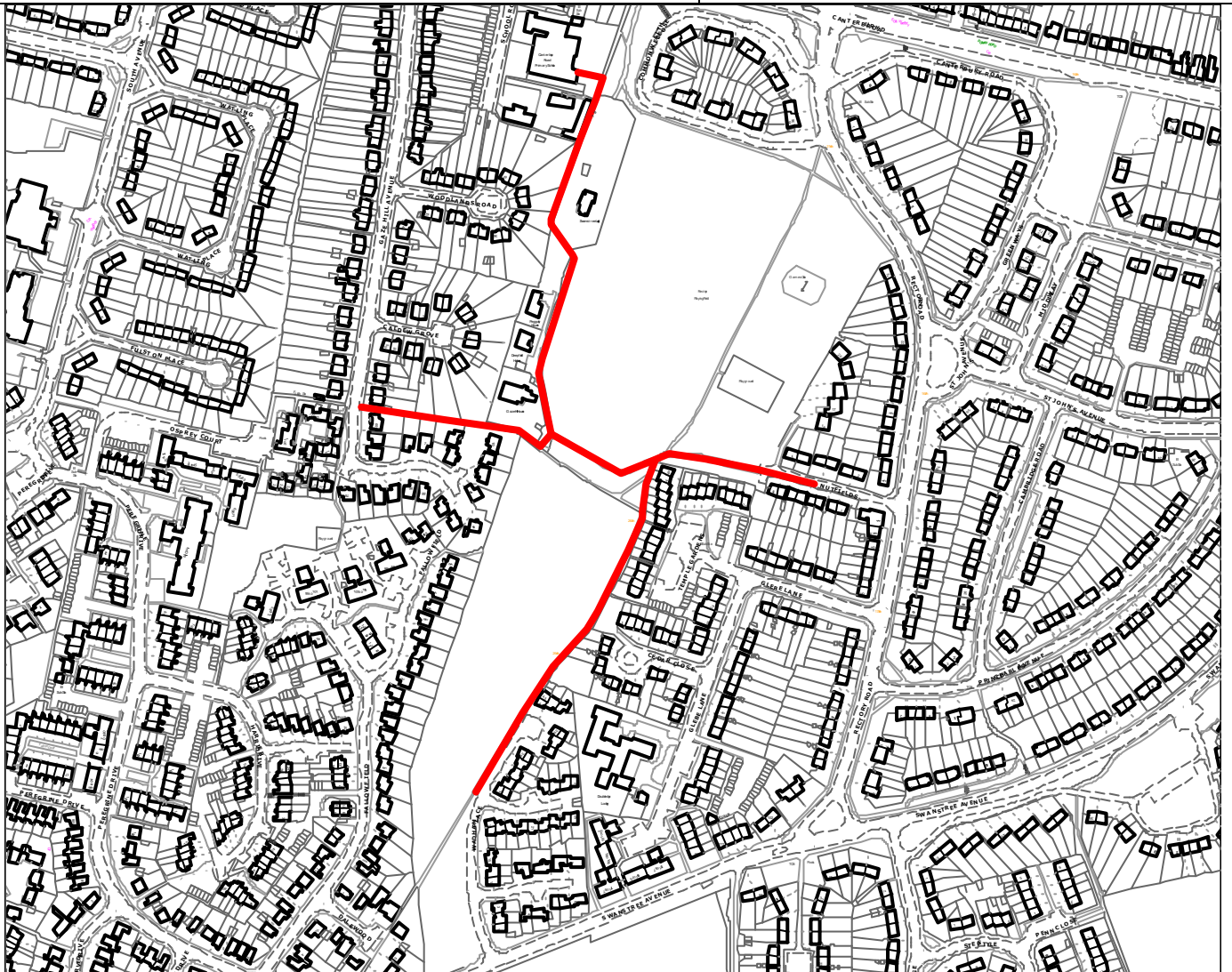
Recommendation 7 : Routes over Sittingbourne Recreation ground

Recommendation: To allow cycling through the recreation ground through improved facilities and access.

Brief Description: The recreation ground already has a network of paths linking the community with schools and other services.

Benefits: Improved permeability, access to schools and local services as well as access to the wider network.

Status:



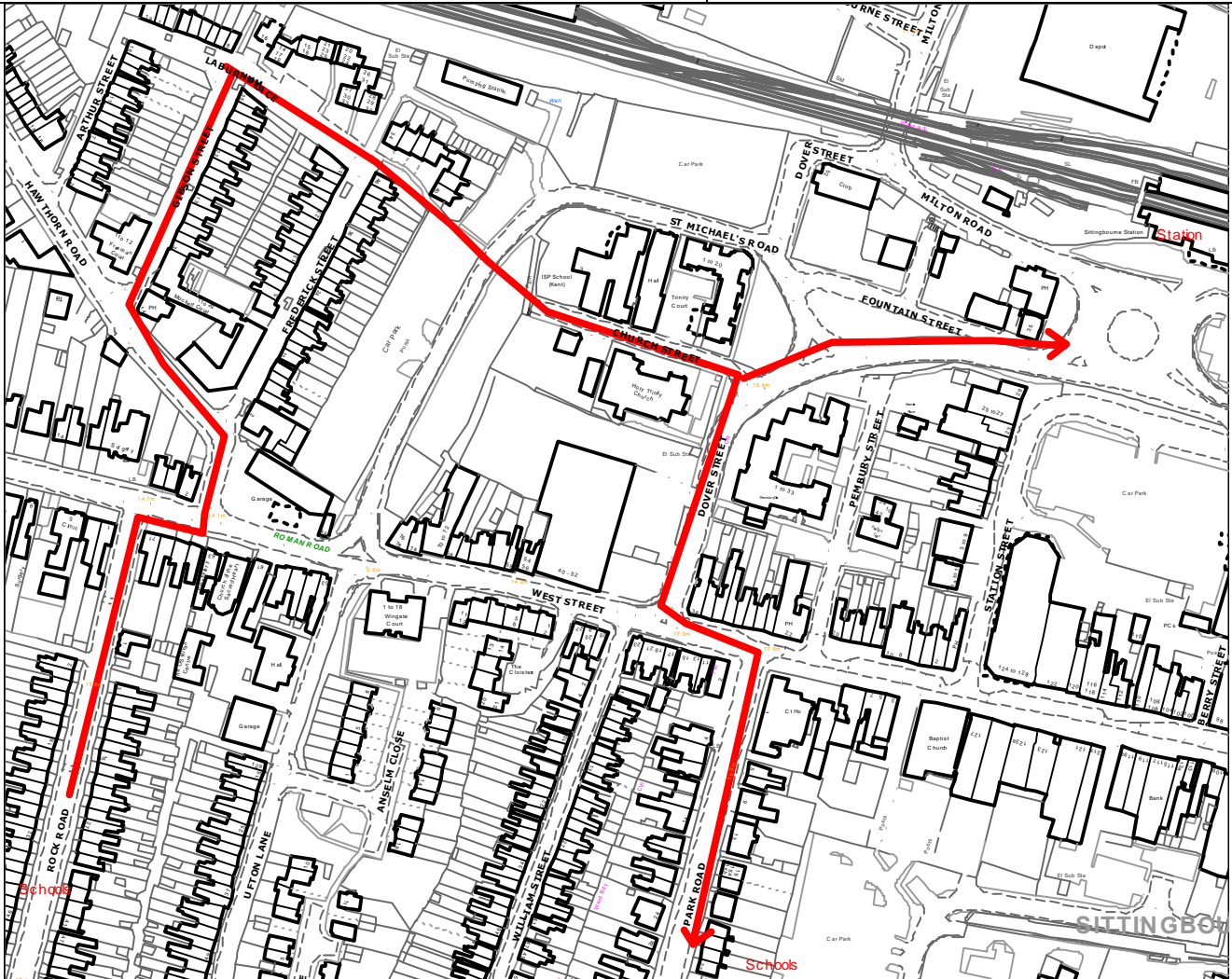
Recommendation 8 : Laburnum Place to London Road and Sittingbourne Station

Recommendation: Cycle and pedestrian path linkage to services

Benefits: Connect routes to services

Brief Description: Potentially 3 new routes across into Sittingbourne town centre to link up existing routes.

Status: To be developed in partnership with Sittingbourne redevelopment



Recommendation 9 : Stanhope Avenue to Highsted Road

Recommendation: *Shared use paths to be developed*

Brief Description: *New surfacing and signage to allow for dual use of existing pathways*

Benefits: *Facilitate cycling to schools and services.*

Status: *To be designed and developed*



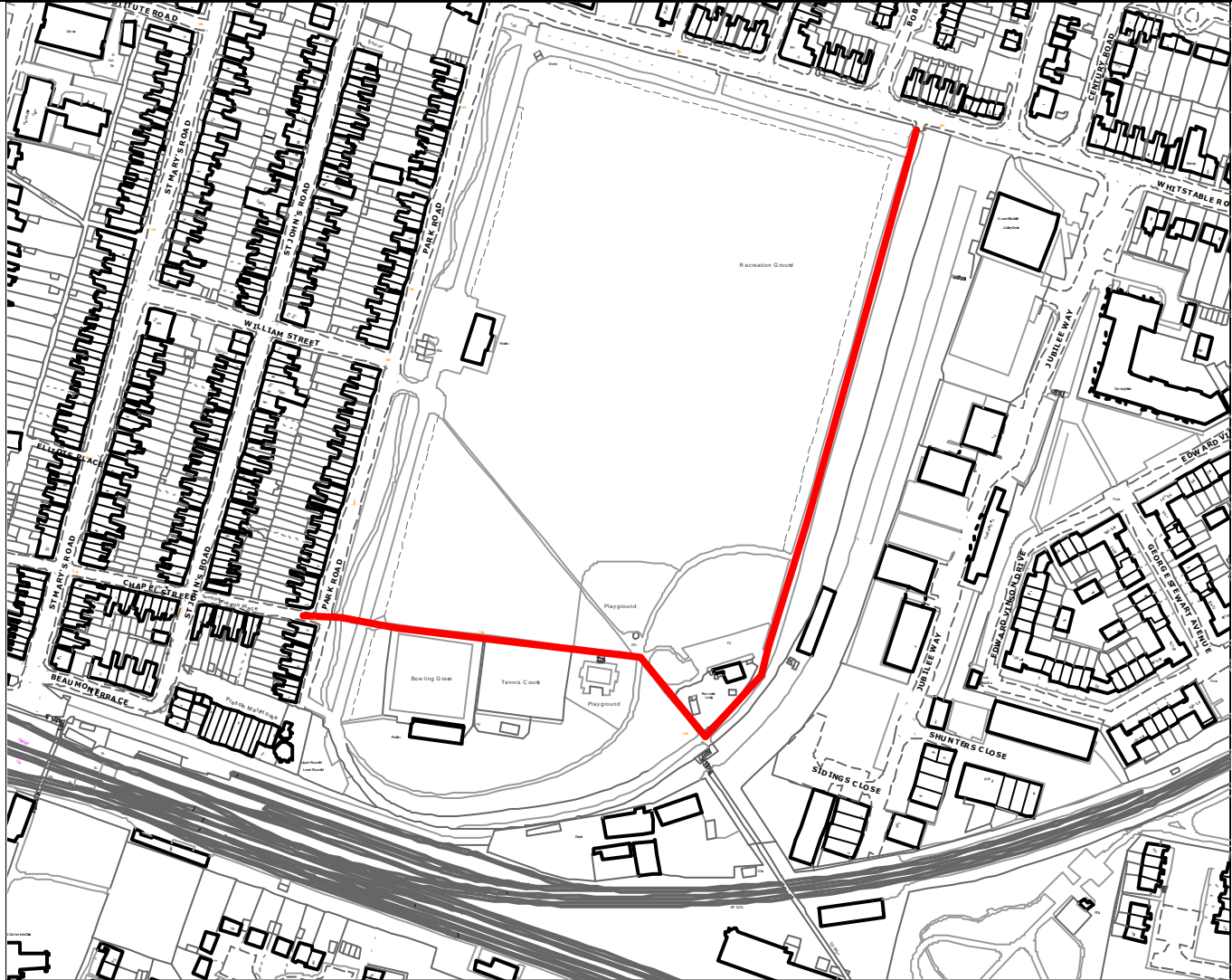
Recommendation 10 : Route over Faversham Recreation ground

Recommendation: *Creation of dual use pathways*

Brief Description: *New surfacing and signage to enable shared use of paths over public park*

Benefits: *Encourage cycling to and through the park. Avoids cycling on congested East Street.*

Status: *To be designed and developed*



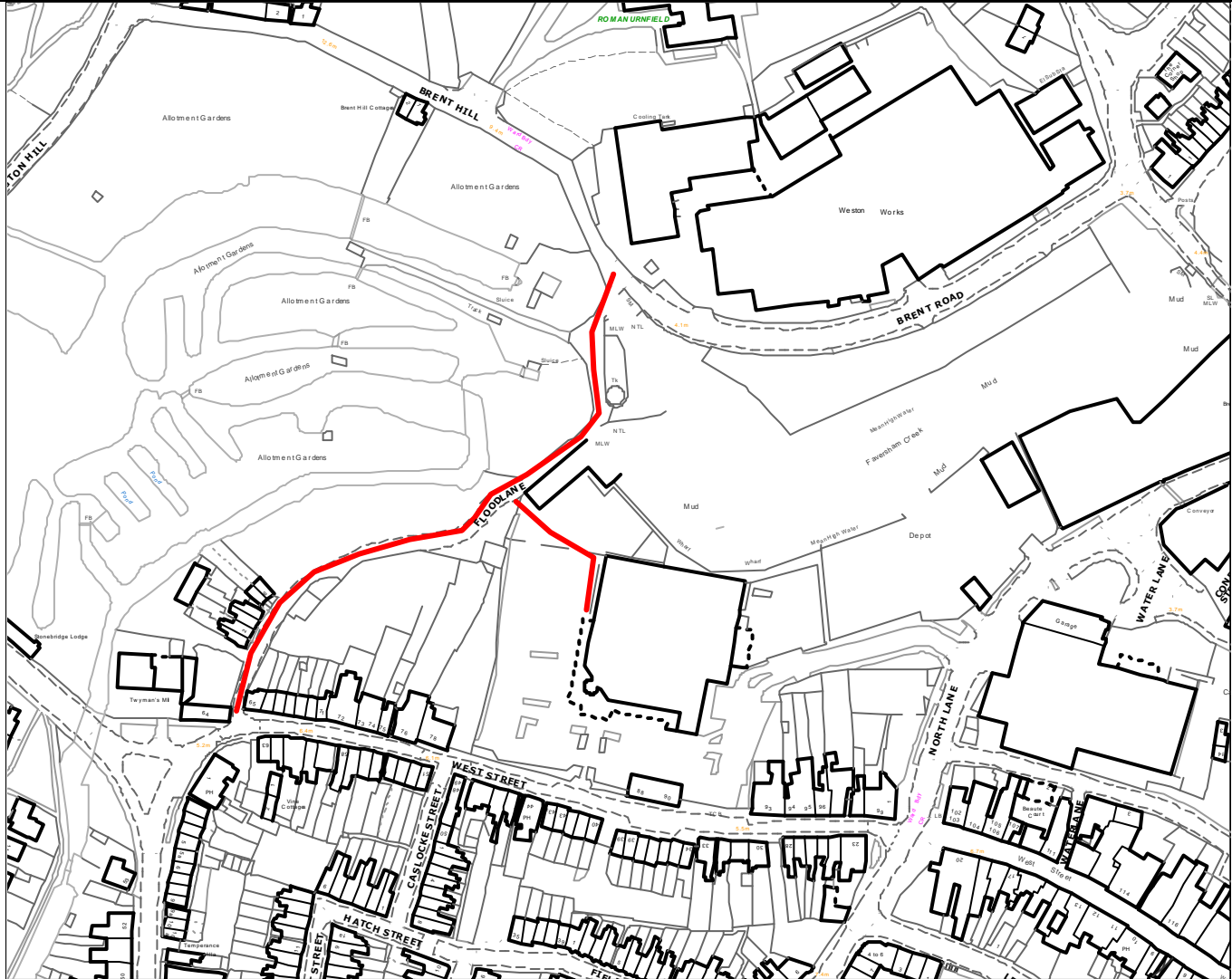
Recommendation 11 : Flood Lane to Brent Road, Faversham

Recommendation: *Shared use pathways*

Brief Description: *New surfacing and signage to enable shared use of existing paths*

Benefits: *Encourages both walking and cycling to services.*

Status: *To be designed and developed. Partnership work with Morrisons and Faversham Creek Trust*



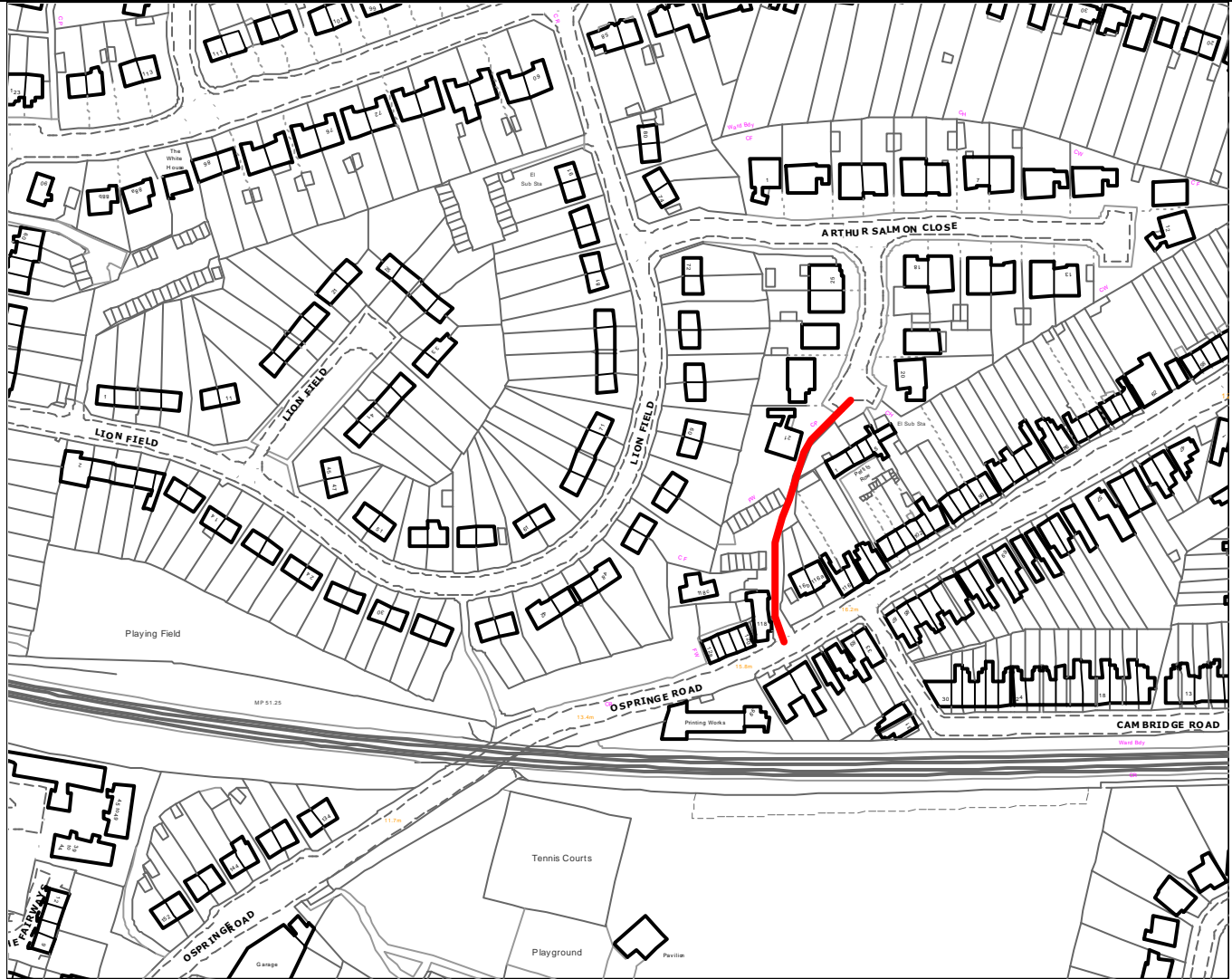
Recommendation 12 : Arthur Salmon Close to Ospringe Road, Faversham

Recommendation: Resurface and add signage for shared use

Benefits: Stimulates the use of walking and cycling between residential places to services

Brief Description: Cut-through location should be improved with shared use signage, drop kerbs and lighting.

Status: To be designed and developed



Recommendation 13 : Junction at Bysing Wood School to Hazebrouck Avenue, Faversham

Recommendation : *Improve closed road barrier*

Brief Description: *Closed road barrier needs to be improved to facilitate dual pedestrian and cycling use. Needs drop kerbs, signage and separate barriers.*

Benefits: *Would encourage cycling use to the school, and provide link up route across the area*

Status: *To be designed and developed*



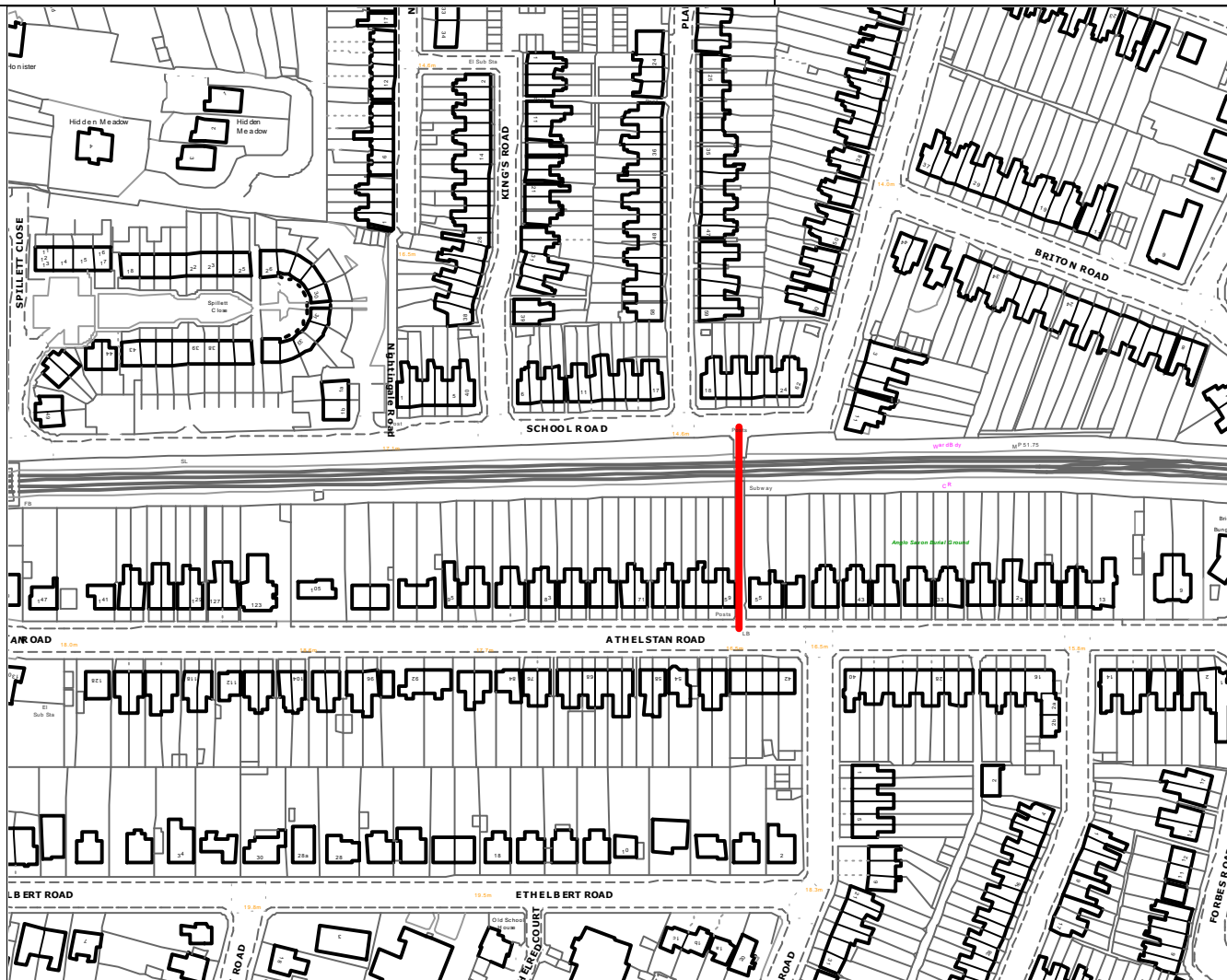
Recommendation 14 : School Road to Athelstan Road, Faversham

Recommendation: Allow shared use cycling through railway underpass

Benefits: Stimulates the use of walking and cycling between residential places to services

Brief Description: Cut-through location should be improved with shared use signage and drop kerbs

Status: To be designed and developed



Recommendation 15 : Landsdowne Road to Great Easthall estate, over Tonge Road, Murston

Recommendation: *Improve use of underpass and access into Great Easthall estate*

Benefits: *Stimulates the use of walking and cycling between residential places to services*

Brief Description: *Cut-through locations should be improved with shared use signage, drop kerbs and lighting. Warning signage on Tonge Road.*

Status: *To be designed and developed*



References:

Steer Davies Gleeve (2012) Cycling to School: A review of school census and Bikeability delivery data. A report prepared for the Department of Transport.

National and Local Policy Overview:

Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (2011):

This White Paper was published in January 2011. In it, the government outlines its support for the development of cycling at the local level. It notes that “a substantial proportion of drivers would be willing to drive less, particularly for shorter trips, if practical alternatives were available” (p7) and that “the biggest opportunity for encouraging sustainable travel lie in short, local journeys” (p8). The document advocates greater devolution of decision-making to the local level and increased partnership working with voluntary organisations and the local community.

Vision for Kent 2012-2022:

The Vision for Kent is the Community Strategy for the County. It sets out a long term vision for how to improve the quality of life for everybody in Kent. A consultation draft of the new Vision for Kent (2011-2012) is currently open for consultation (20 June 2011- 20th August 2011).

The three Countywide Ambitions in the new Vision are:

- **to grow the economy** - for Kent to be „open for business“ with a growing, successful economy and jobs for all
- **to tackle disadvantage** - for all people in Kent to achieve their potential and to have increased confidence that their quality of life is improving
- **to put the citizen in control** - for all people in Kent to be able to use their own resourcefulness to take control and responsibility for themselves, their families and communities

Promoting and encouraging walking and cycling are included as priorities for tackling disadvantage and putting the citizen in control.

Bold Steps:

Growth Without Gridlock:

Kent County Council Local Transport Plan 3 (2011-2016)

Local Transport Plans (LTP) are the method by which local authorities secure funding for local transport improvements. KCC has previously produced two LTPs covering the periods 2001-2006 and 2006-2011. LTP 3 was adopted in April 2011.

The approach to LTP 3 develops five key themes:

- 1) Growth without Gridlock
- 2) A Safer and Healthier County
- 3) Supporting Independence
- 4) Tackling a Changing Climate
- 5) Enjoying Life in Kent

The plan proposes to allocate a proportion of the budget to each of the five themes and to focus investment in each of these themes in specific areas where challenges are most acute and good value for money can be attained. Cycling is linked to all five themes. The document states that KCC is committed to the provision of a comprehensive cycle network for residents and visitors in Kent with priority given to routes which enable people to cycle continuously to schools, work places, shops and leisure opportunities. The LTP3 also sets the objective that a

Countywide Cycling Strategy be drafted by mid 2011 and that each district have a Cycling Strategy in place by 2012.

Countryside Access Improvement Plan:

Swale Strategies:

The Core Strategy is the Council's overarching strategic planning policy statement that will guide future development in the Borough. The Swale Core Strategy is currently under preparation, and once adopted will set out the development plan and planning policies to 2031. It includes policies on Transport Infrastructure and Managing Transport Demand and Impact as well as policies on a number of strategic allocations across the borough. Working with partners including Kent County Council, the Core Strategy aims to locate development in a way which to minimises the need to travel, to improve public transport and integrated walking and cycling routes and to address funding issues for such schemes.

Local road safety statistics

Source : Crash analysis in Kent 2011 (published 2012)

<https://shareweb.kent.gov.uk/Documents/roads-and-transport/road-safety/Review%20of%20personal%20injury%20crashes%20occurring%20on%20Kent%20%20Roads%20i.pdf>

Across Kent :

Pedal cycles - 2011 has recorded an increase in the number of crashes involving pedal cycles with 59 more than 2010, 16% above the 2004-8 average. Pedal cycle casualty ages in 2011 are erratic, indicating that riders of any age are vulnerable to being injured on the roads.

In Swale Borough :

Cycling casualties	2009	2010	2011
Swale	31	31	40
Kent district average	30	25.5	30

2012 statistics are looking worse, with two cycling fatal accidents on the A2 which were well covered by the local media.