Swale Local Cycling and Walking Infrastructure Plan

Executive Summary

Swale Borough Council

December 2025

Introduction

Active travel, which comprises **walking, wheeling and cycling**, is becoming increasingly important as challenges around climate change become more pressing and the demand for active travel solutions grows. Investment in cycling and walking can have **wider positive impacts on people and places**, making roads quieter and safer, improving air quality, improving physical and mental wellbeing and creating attractive places for people to live.

LCWIPs aim to both **encourage and facilitate the modal shift** away from motorised vehicles to more active modes, transforming areas in ways which **support active travel, reduce congestion, support local economies and improve physical and mental health** in line with sustainable visions at a local to a national level.

LCWIPs outline a "strategic approach to identifying cycling and walking improvements required at a local level".

Policy Context

Cycling and Walking Investment Strategy

In 2017, the Department for Transport (DfT) published their first **Cycling and Walking Investment Strategy (CWIS).** The aim of this was to encourage cycling, walking and wheeling to become a key mode of travel for shorter journeys or as a stage of a longer journey by delivering better safety, mobility and streets. In 2021, the Government announced the second CWIS which reflects new active travel policies, financial investment into active travel in England and performance monitoring against both the first and second CWIS objectives. Alongside the CWIS, the DfT published practical, strategic guidance on developing Local Cycling and Walking Infrastructure Plans (LCWIPs) for local authorities.

The LCWIP Process Includes...

Defining the geographic scope of the LCWIP

Gathering information on current cycling and walking patterns and review relevant transportation and land use policies.

Identifying origin and destination points and cycle flows. Convert flows into a network of routes and identify improvements.

Identifying key trip generators and walking and wheeling zones. Creating a network of routes and improvements

Prioritising proposed routes and improvements to develop a prioritized programme of delivery

Integrating outputs into local planning and transport policies, strategies, and delivery plans.

Introduction

Gear Change: A bold Vision for Cycling and Walking

Gear change describes the vision to make England a great walking and cycling nation. One of its aims is for half of all journeys in towns and cities being cycled or walked by 2030.

The Transport Decarbonisation Plan

The Transport Decarbonisation Plan sets out the government's commitments and the actions needed to decarbonise the entire transport system in the UK. The first strategic priority it sets is "Accelerating modal shift to public and active transport [making them] the natural first choice for our daily activities".

Local Transport Note 1/20

The Local Transport Note 1/20 (LTN 1/20) for cycle infrastructure design establishes five design principles for active travel networks and their routes: cohesion, directness, safety, comfort, attractiveness.

The Inclusive Mobility Guidance

Inclusive Mobility is the government's guide to best practice on improving access to public transport and creating a barrier-free pedestrian environment. Creating and maintaining accessible public realm is crucial for ensuring that disabled people are not excluded from playing a full role in society.

Determining Scope

Study Area

Swale is one of the 12 districts in Kent, it is bounded by Medway, Canterbury, Ashford and Maidstone. The LCWIP study area covers the whole of Swale.

Given the importance of encompassing both rural and urban areas as well as connections between key settlement clusters, additional smaller-scale study areas have been identified within Swale as shown in Figure 1: Sittingbourne, Faversham, Sheppey towns and rural Swale.

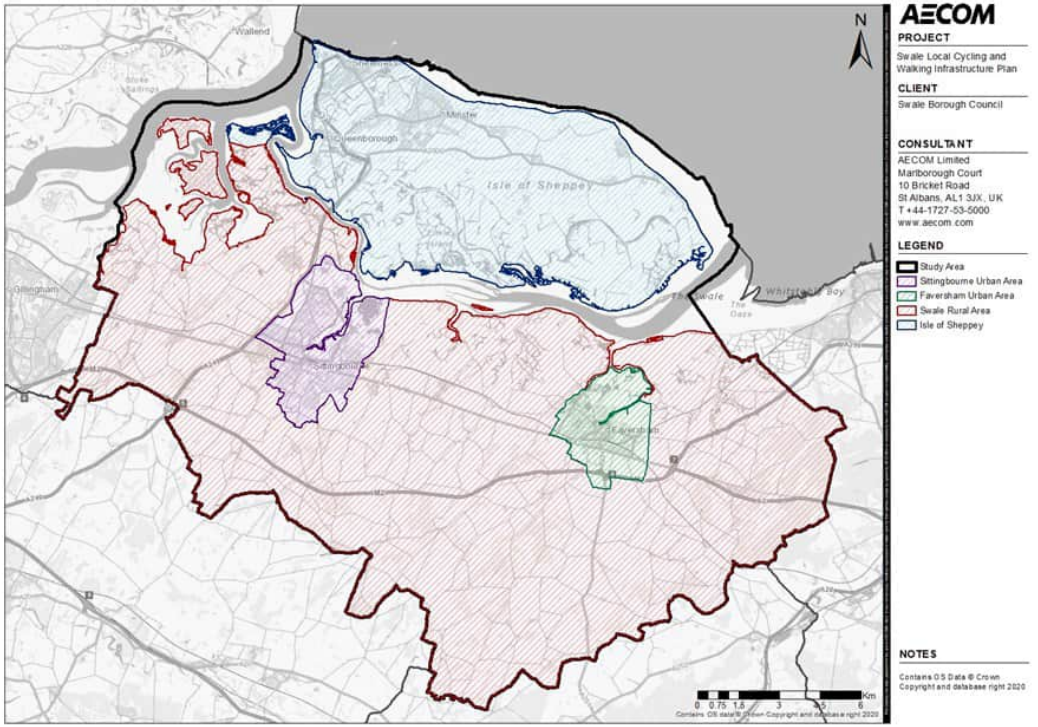


Figure 1: Study Area - Swale

Swale LCWIP Approach

The aim of this integrated **Swale LCWIP** is to build on existing active travel work and merge several local LCWIPs into a single borough- wide plan. It addresses gaps in the proposed network and suggests new routes to close them, presenting a coherent active travel network to support future funding bids. Specifically, it incorporates the existing **Faversham LCWIP** (developed by Faversham Town Council) and the draft **Sheppey Towns LCWIP** (developed by WSP), and identifies walking and cycling routes in other areas of Swale, including Sittingbourne and rural parts of the Borough. It also aligns with the KCWIP by proposing several cross-border routes that connect Swale with the wider Kent network.

Gathering Information

During Stage 2 of the Swale LCWIP, a comprehensive review was undertaken of the local area context to understand the existing and future active travel provision, Swale's demographics and any barriers to active travel, as summarised below:

Swale is bounded by Medway, Canterbury, Ashford and Maidstone. According to the 2021 Census, Swale's population is around **151,700** - an **increase of 11.7%** since the 2011 Census

Swale has high **employment density** in Sittingbourne, Faversham and the Sheppey Towns. Swale has large **disparities in levels of deprivation**, from prosperous parts of Faversham to pockets of deprivation on the Isle of Sheppey such as Sheerness and Queenborough, which are some of the most deprived wards in England.

The spatial redistribution of people towards urban areas results in pockets of **low car dependency in towns** and **higher car dependency in rural areas**. There are a number of committed developments across Swale, largely located on the urban peripheries of Sittingbourne and Faversham, as well as on the Isle of Sheppey .

The walking network across Swale is diverse in terms of the **network density and quality**. Whilst there are significant **network gaps** on the Isle of Sheppey and across rural Swale, there are several **well-established and signposted longer and shorter walking routes**. There are also more dedicated walking facilities in the urban areas of Sittingbourne and Faversham.

The existing cycling network across Swale is largely comprised of the **National Cycle Network** (NCN), which provides some **inter-urban connectivity** across Swale. There is also a network of cycling infrastructure across Swale, however this is **sparse, fragmented and substandard** in some locations. It is mainly located in Sittingbourne, with notable gaps in rural areas.

Gathering Information

Swale's rail network offers **direct links** from Sittingbourne and Faversham to St Pancras, Victoria and Charing Cross with five services per hour in peak times. The bus network is concentrated around urban areas, and in rural areas is more **unreliable and infrequent**.

Swale is bounded north-south and east-west by some of the most **dangerous rural roads [1]**, which are typically associated with high vehicle speeds, a high number of road accidents and are key indicators of **community severance**.

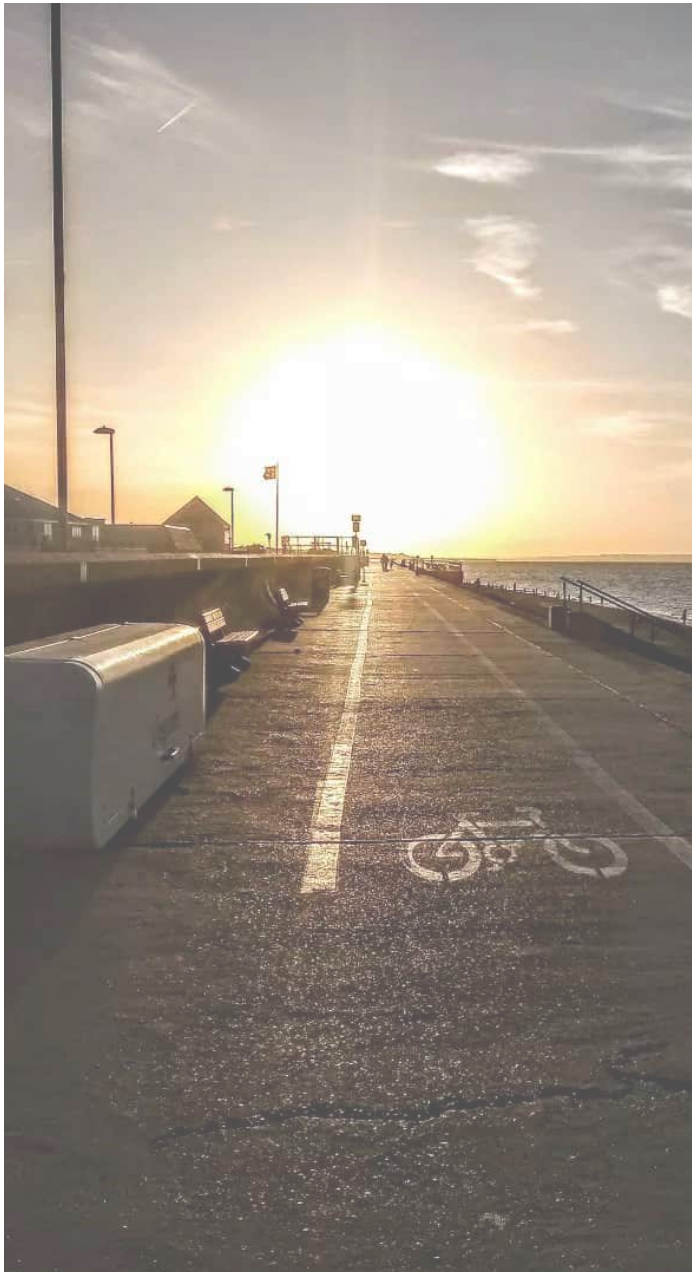
The potential for modal shift is indicated by the **Propensity to Cycle Tool** which shows that there is low levels of cycling between towns on the Isle of Sheppey and also between Sittingbourne and Faversham.

Sittingbourne, Faversham and the Isle of Sheppey have a high number of **key trip generators and attractors**, with a number of major employment sites, such as the HMP Sheppey Cluster on the Isle of Sheppey whilst rural Swale has fewer trip generators and attractors.

The **proposed active travel schemes**, studies or audits which have been undertaken across Swale include: Walk Wheel Cycle Trust (formerly Sustrans) Sheppey Audit, Faversham Town Audit, Swale Cycling and Walking Framework Consultation, Active Travel 4 Proposals, Parishes to Town: Active Travel Project, Kent Local Walking and Cycling Infrastructure Plan, Faversham LCWIP, Faversham to Teynham Quietway, the Sheppey Light Railway Greenway Route and the Sheppey Towns LCWIP.

To better understand the perception of the existing network and active travel facilities, information was gathered through the online '**Widen My Path'** tool and the **'Your Everyday Trips'** survey which was undertaken in 2022.

[1] The AA Charitable Trust, https://www.theaa.com/about-us/newsroom/rural-roads



Additional Information

Sheppey Light Railway Greenway Route

The SLRG Group was formed by Islanders in 2022 to **promote a safe walking, wheeling and cycling route**, or Greenway, across the Isle of Sheppey, inspired by the path of the disused **Sheppey Light Railway**. The ambition is to better **connect communities** by giving people the choice to travel across the island under their own steam.

As shown in Figure 2, the Greenway connects Leysdown, Bay View, Eastchurch, Brambledown, Minster on Sea, Halfway, Sheerness and Queenborough.

The volunteer-led project has gathered support from **local residents**, **businesses**, **town & parish councils**, **Swale Borough Council** and **Kent County Council**. With landowner support, the Group's volunteers have already improved part of the route between Power Station Road and Scrapsgate Road. An example of the work which the Group is doing can be seen in Figure 3.

Much of the Group's time is focussed on **negotiating with all the landowners** along the proposed route, which wherever possible, follows the former railway.

The SLRG route is visible on the LCWIP maps as part of CWR7.

Figure 3: Sheppey Light Railway Greenway
Source: Sheppey Light Railway Greenway Group

Figure 2: Sheppey Light Railway Greenway Route

Network Planning for Cycling

Want more information?
Please see **Appendix A**

Introduction

The evidence gathered in Stage 2 informed the identification of potential cycling **infrastructure improvements** and key cycle **routes**.

Figure 4 shows an overview of the Network Planning for Cycling stage of the LCWIP, as outlined in the DfT's LCWIP Guidance.

The routes emerged from comprehensive data analysis and were informed by various data sources as detailed in previous sections of this report. Stakeholder engagement was undertaken to gather real-world opinions on the identified networks.

Alignment decisions considered the **existing and forthcoming active travel** network, **local conditions** such as gradient, terrain and **cycling accessibility** were also factored into the route selection, ensuring they achieve the **core design outcomes** of being coherent, direct, safe, comfortable, and attractive. High-level interventions along the final cycling routes are presented at the end of this section.

The proposed Swale LCWIP cycling network is presented in Figures 5 to 7.

Identifying and clustering key trip **origin** and **destination** points

Establishing **desire lines** to represent movements between clusters

Planning the cycling **network** and identifying **improvements**

Figure 4: Summary of Cycling Network Generation Stages

Network Planning for Cycling

Want more information?
Please see **Appendix B**

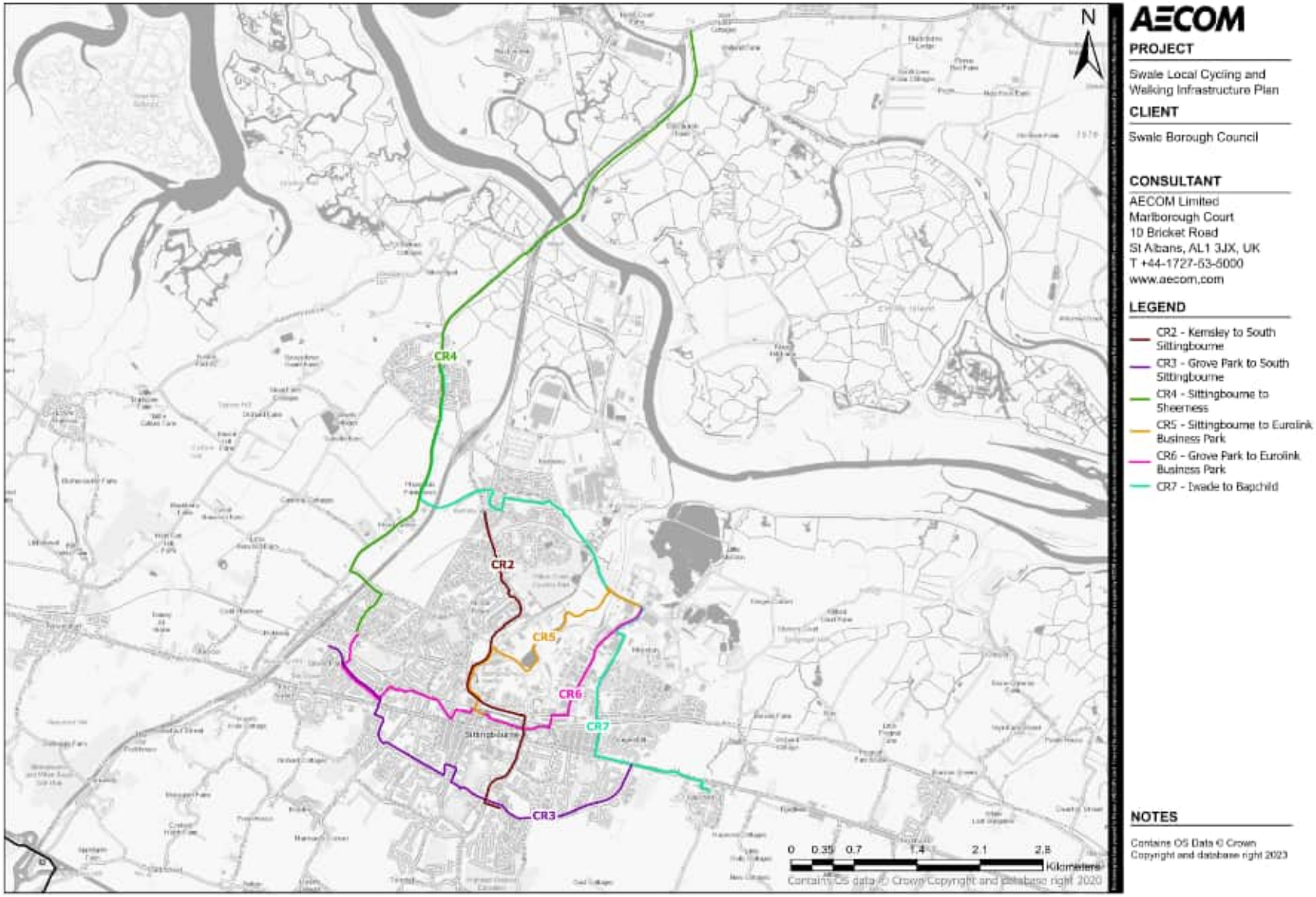


Figure 5: Identified Cycling Network - Sittingbourne

Network Planning for Cycling

Want more information?
Please see **Appendix C**

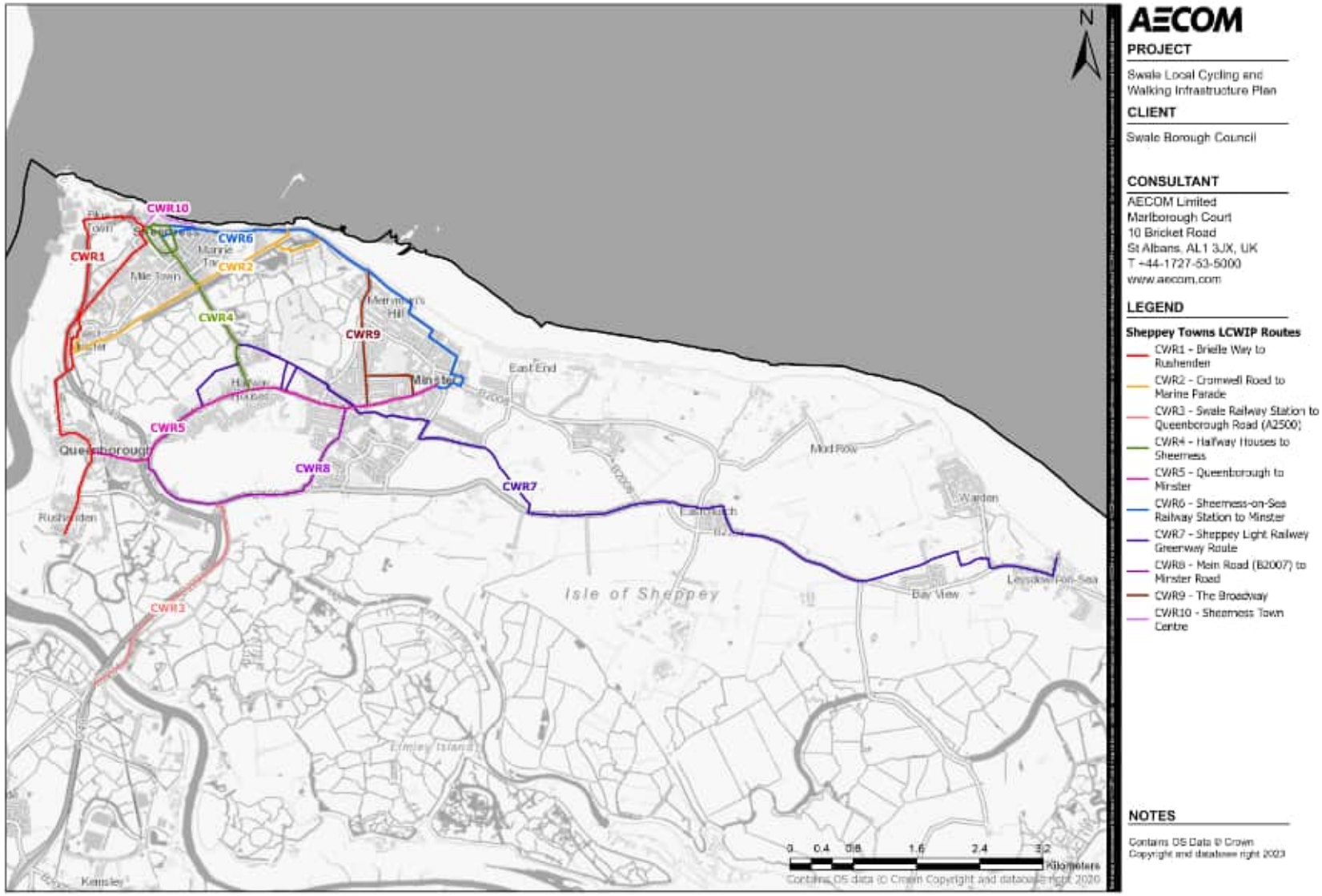


Figure 6: Identified Cycling Network - Sheppey Towns

Network Planning for Cycling

Want more information?
Please see **Appendix D**

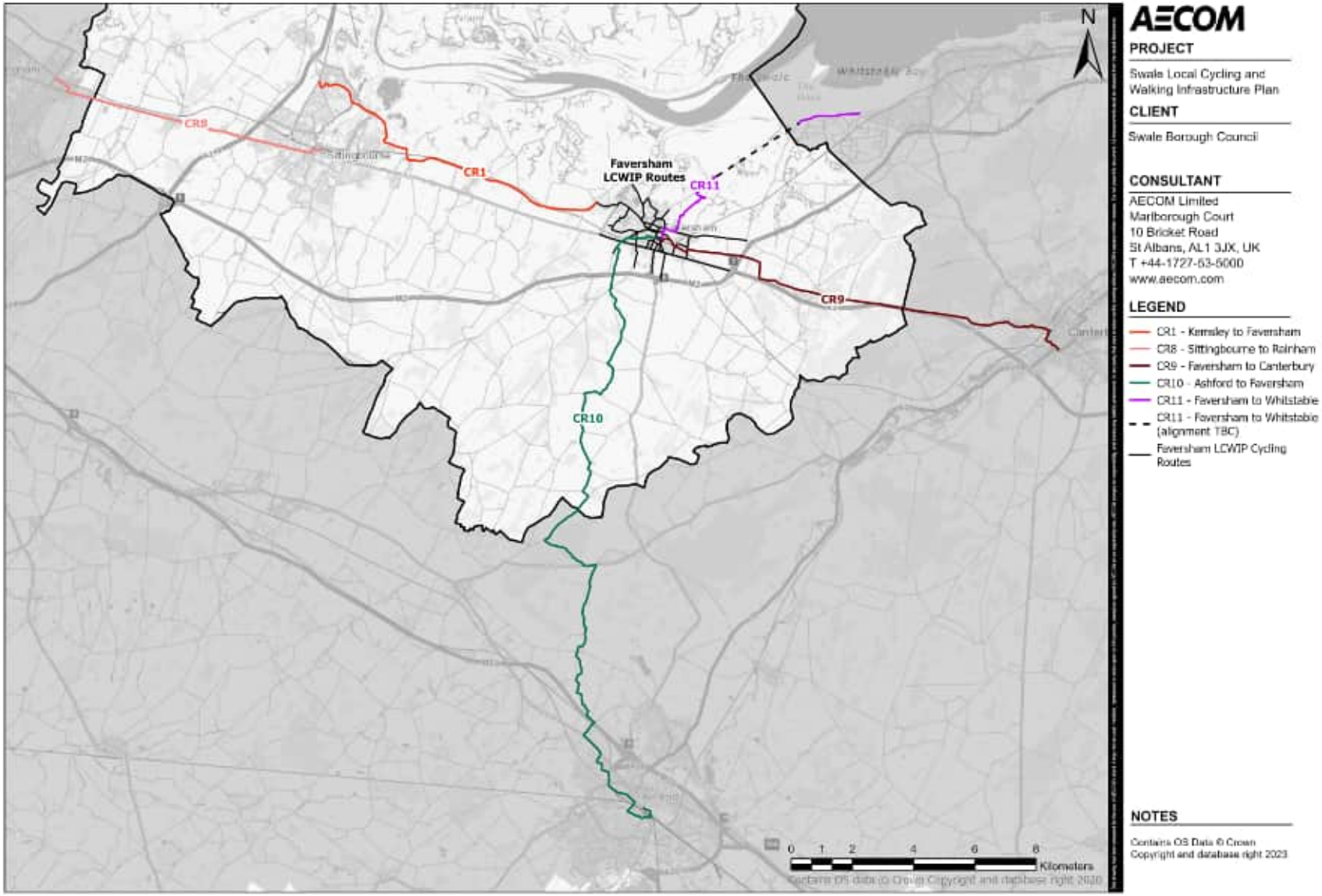


Figure 7: Identified Cycling Network - Rural Swale

Network Planning for Cycling

Want more information?
Please see **Appendix A**

Identifying Interventions

Proposed interventions were identified through a comprehensive desktop analysis (and route audits for the Sheppey Towns LCWIP routes). Proposed cycling interventions included:

- Improving **route continuity**, overcoming barriers and severance
- Installation of **new and improved crossings** for cyclists
- Provision of **segregated cycle lanes** (or introduction of segregation to existing facilities)
- Introduction of **speed limit reductions**, **traffic calming** and other measures to reduce motor traffic speed and dominance and promote a more comfortable cycling environment, and
- The installation of **improved wayfinding and signage** and enhanced street **lighting**.

It is important to note that these are high-level interventions and further study and a greater level of investigation and assessment is required prior to design, consultation and implementation. The deliverability in terms of constraints, risks and costs for multiple options are all important considerations.

An example cycling route along with the proposed interventions can be seen in Figure 8. The final network of planned/ proposed cycling routes can be seen in Figure 9 and the detailed route maps and interventions can be seen in **Appendix B** to **Appendix D**.

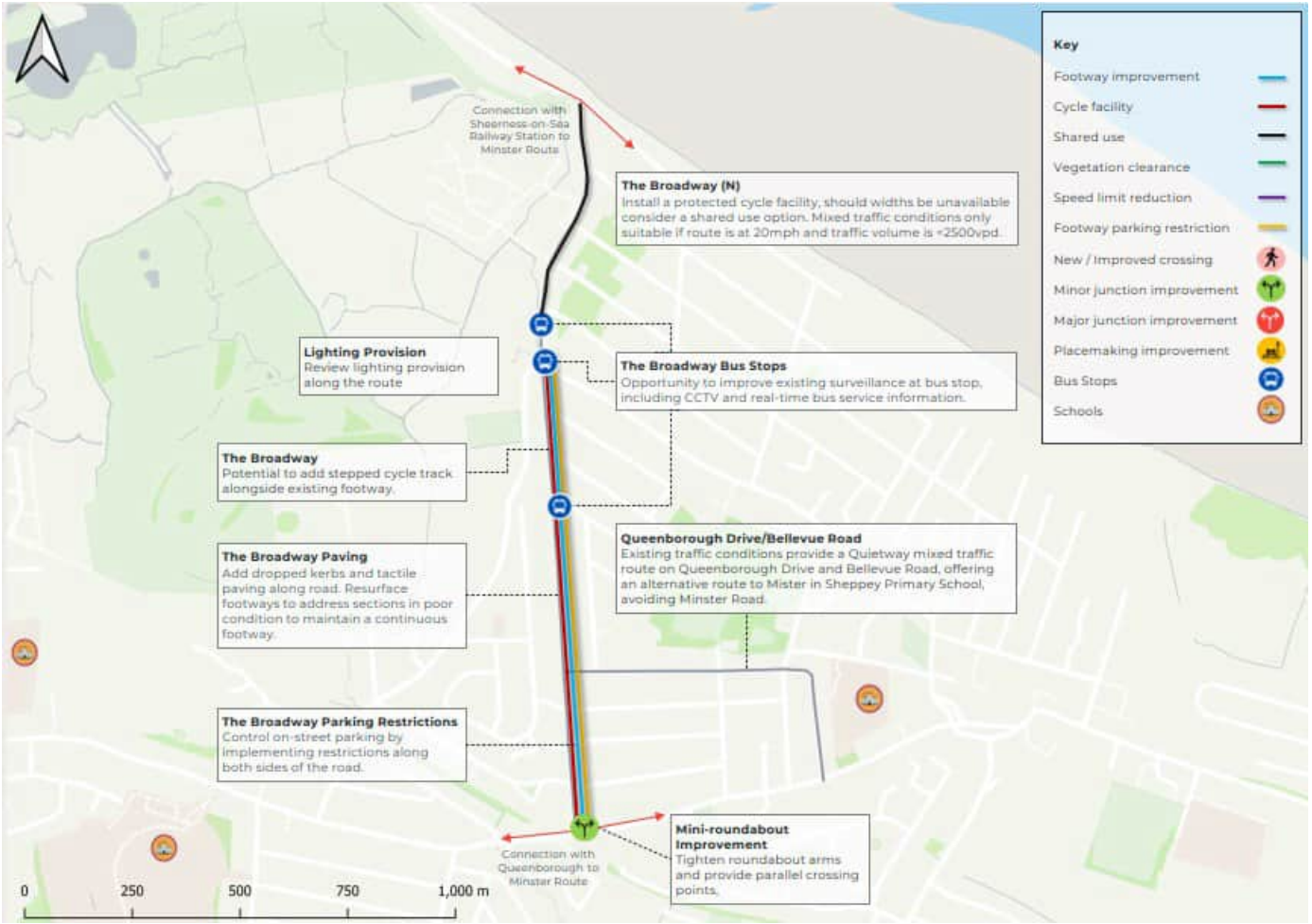


Figure 8: Identified Cycling Improvements Along CWR9

Network Planning for Cycling

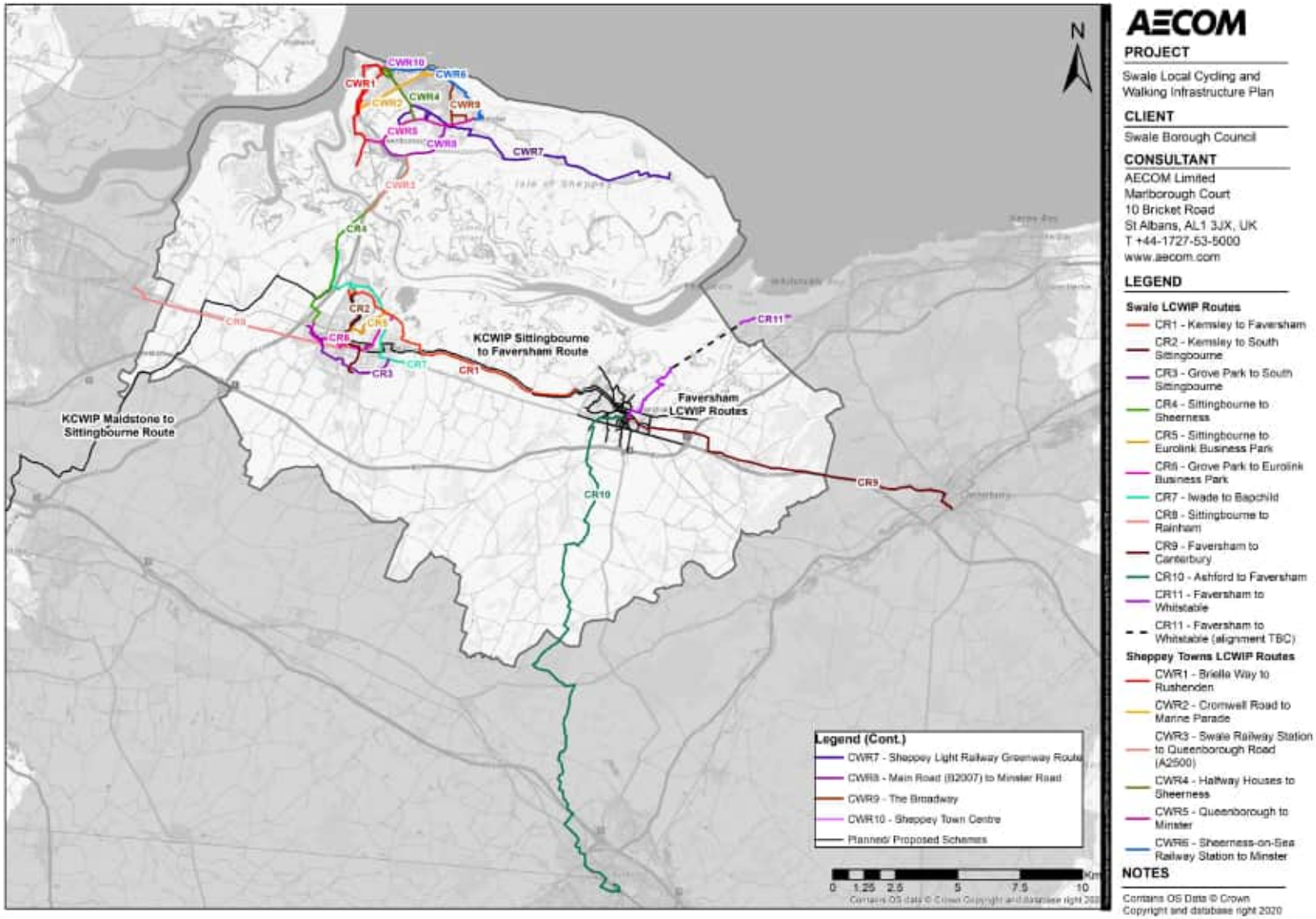


Figure 9: Identified Cycling Network for Public Engagement

Network Planning for Walking and Wheeling

Want more information?
Please see **Appendix E**

Introduction

This section outlines the steps followed to map the future walking and wheeling network, as defined by the DfT Local Cycling and Walking Infrastructure Plans guidance, and shown in Figure 10. This process incorporated **current and future trip generators**, **walking patterns**, the **existing and planned active travel network**, and feedback from key **stakeholders**.

This section uses the phrase 'walking and wheeling'. Walk Wheel Cycle Trust define this as "representing the action of moving at a pedestrian's pace, whether or not someone is standing or sitting, walking or wheeling unaided or using any kind of aid to mobility, including walking aids, wheeled aids, personal assistants or support animals."

The walking and wheeling routes aim to encourage short trips to be made on foot rather than by car. The routes were developed from various data sources and stakeholder engagement was undertaken to help identify **local daily travel needs** or **barriers** to walking and wheeling to ultimately define the final network. High-level interventions along the final walking and wheeling routes are presented at the end of this section.

The Swale LCWIP walking and wheeling network is presented in Figure 11 and Figure 12.

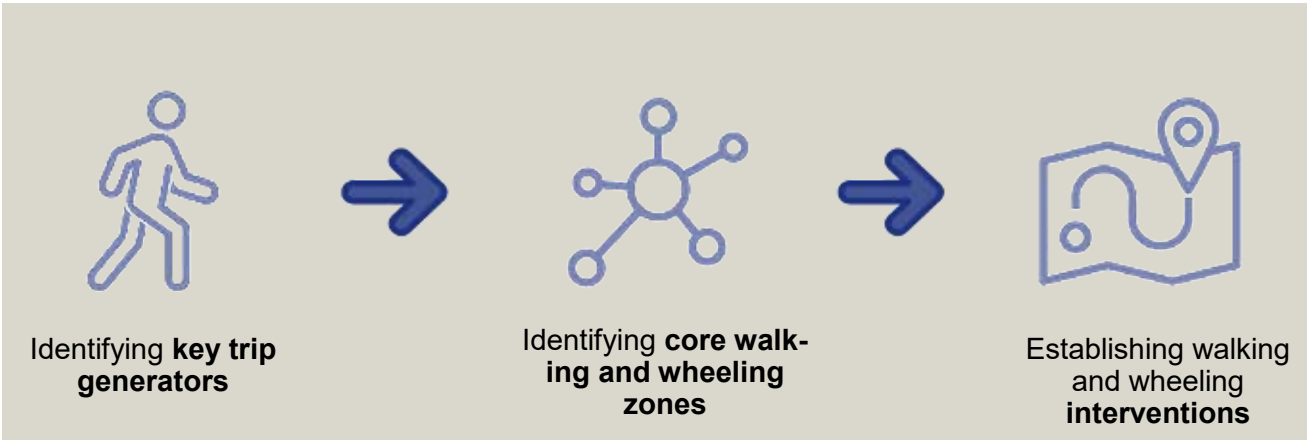


Figure 10: Summary of Walking and Wheeling Network Generation Stages

Network Planning for Walking and Wheeling

Want more information?
Please see **Appendix F**

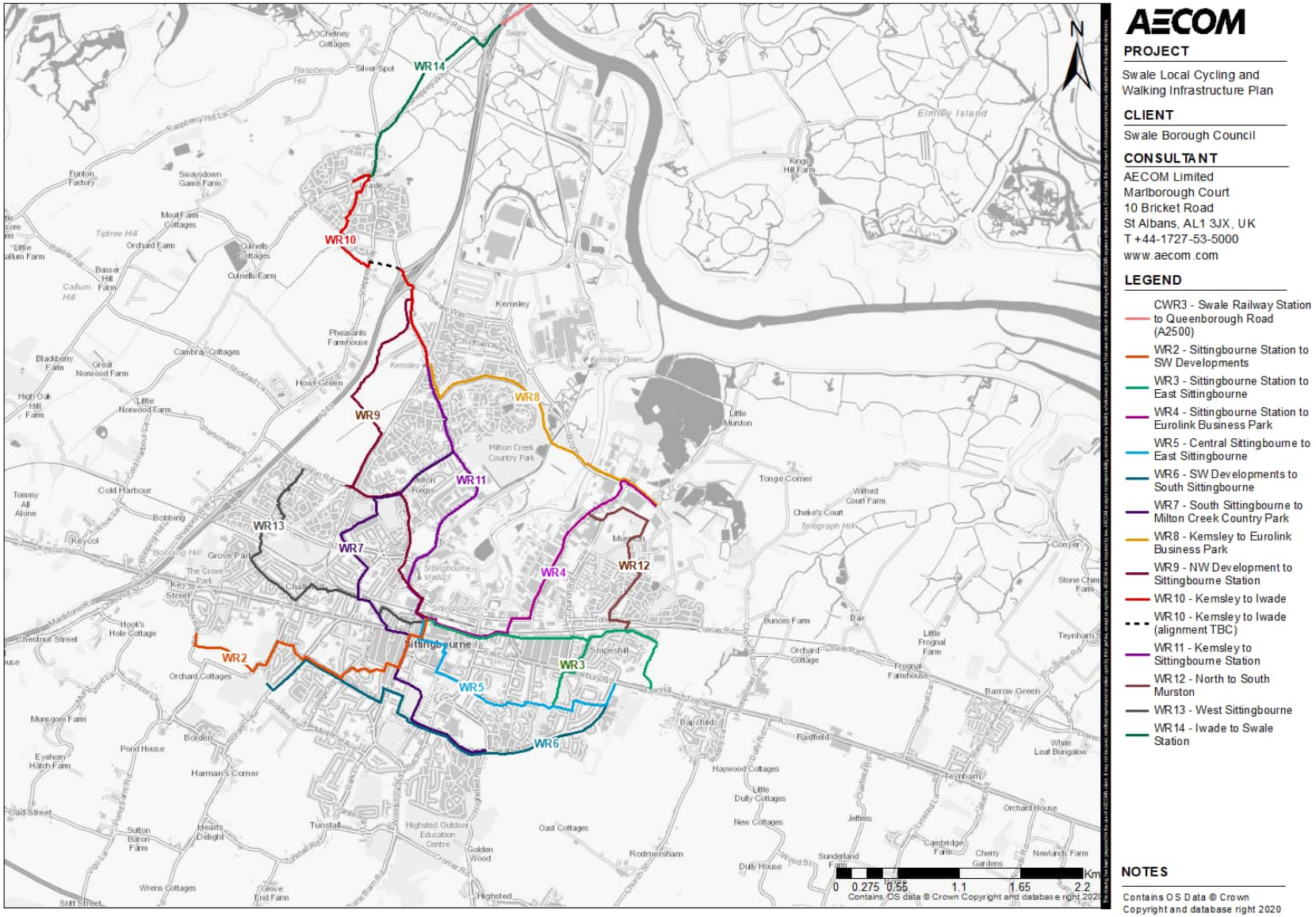
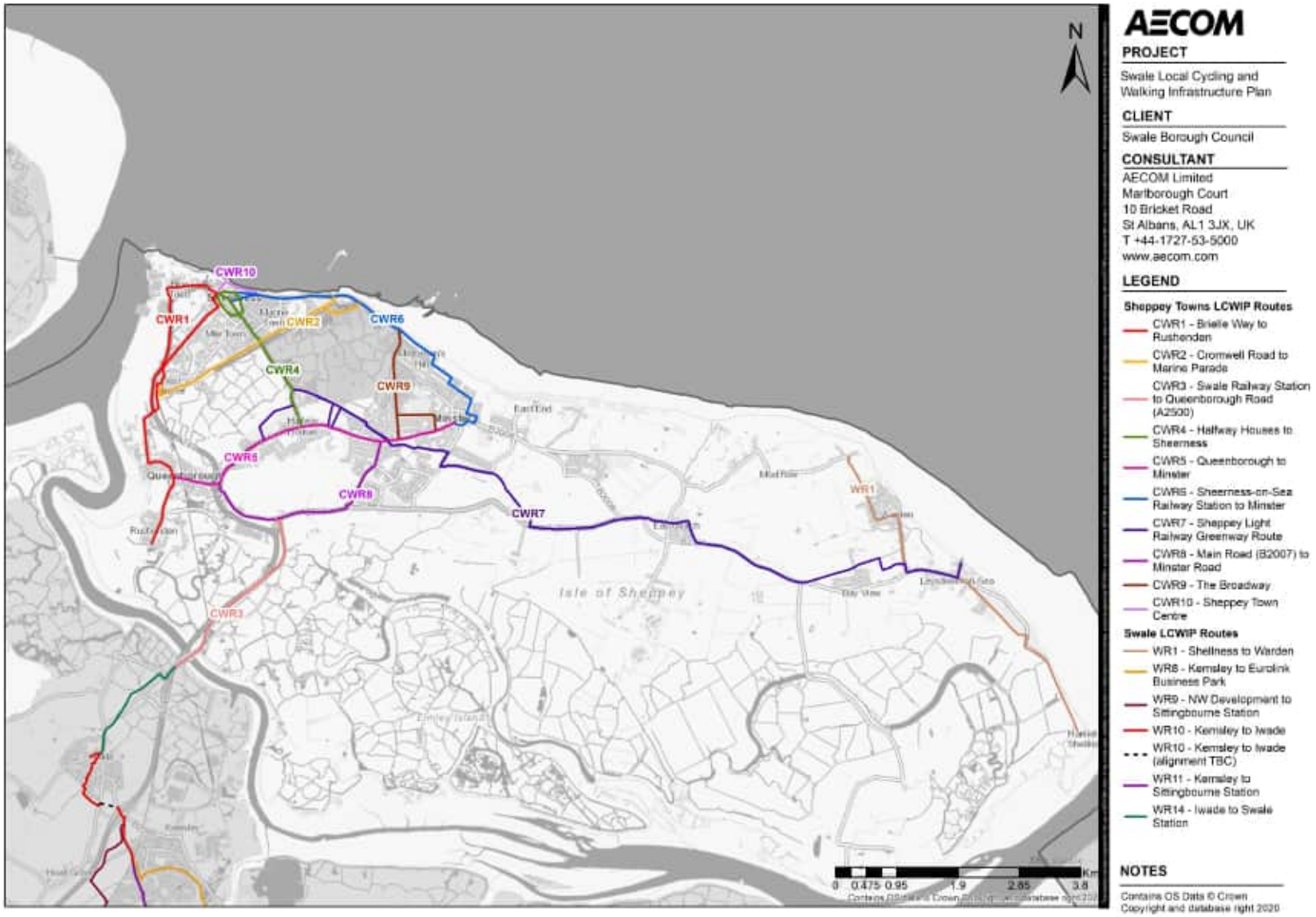


Figure 11: Identified Walking and Wheeling Network - Sittingbourne

Network Planning for Walking and Wheeling

Want more information?
Please see **Appendix G**



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Swale Local Cycling and Walking Infrastructure Plan

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LEGEND

Sheppey Towns LCWIP Routes
- CWR1 - Brielle Way to Rushenden
- CWR2 - Cromwell Road to Marine Parade
- CWR3 - Swale Railway Station to Queenborough Road (A2500)
- CWR4 - Halfway Houses to Sheerness
- CWR5 - Queenborough to Minster
- CWR6 - Sheerness-on-Sea Railway Station to Minster
- CWR7 - Sheppey Light Railway Greenway Route
- CWR8 - Main Road (B2007) to Minster Road
- CWR9 - The Broadway
- CWR10 - Sheppey Town Centre

Swale LCWIP Routes
- WR1 - Shellness to Warden
- WR8 - Kemsley to Eurolink Business Park
- WR9 - NW Development to Sittingbourne Station
- WR10 - Kemsley to Iwade
- WR10 - Kemsley to Iwade (alignment TBC)
- WR11 - Kemsley to Sittingbourne Station
- WR14 - Iwade to Swale Station

NOTES
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Figure 12: Identified Walking and Wheeling Network - Isle of Sheppey

Network Planning for Walking and Wheeling

Want more information?
Please see **Appendix E**

Identifying Interventions

Proposed interventions were identified through a comprehensive desktop analysis and route audits for the Sheppey Towns LCWIP routes. Proposed walking and wheeling interventions included:

- Improving **route continuity** and **level of provision**, including overcoming barriers and severance to pedestrian movement along the identified routes
- Installation of **new and improved pedestrian crossings**, including upgrading uncontrolled crossings to controlled crossings and introducing pedestrian priority at key locations, and
- Implementation of an appropriate **wayfinding** system.

An example walking and wheeling route along with the proposed interventions can be seen in Figure 13. The final network of planned/ proposed walking and wheeling routes can be seen in Figure 14 and the detailed route maps and interventions can be seen in **Appendix F** to **Appendix G.**

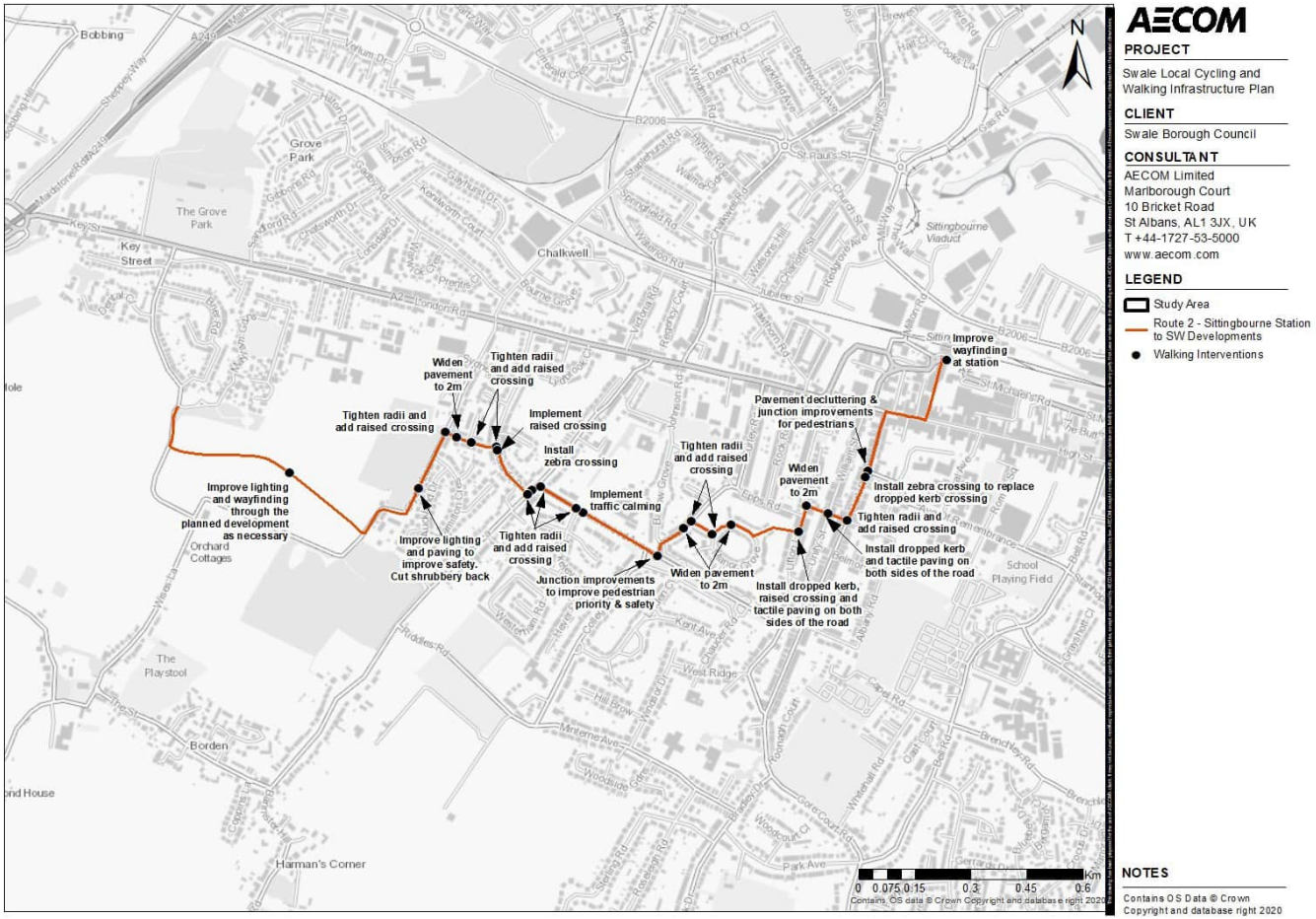


Figure 13: Identified Walking and Wheeling Improvements Along WR2

Network Planning for Walking and Wheeling

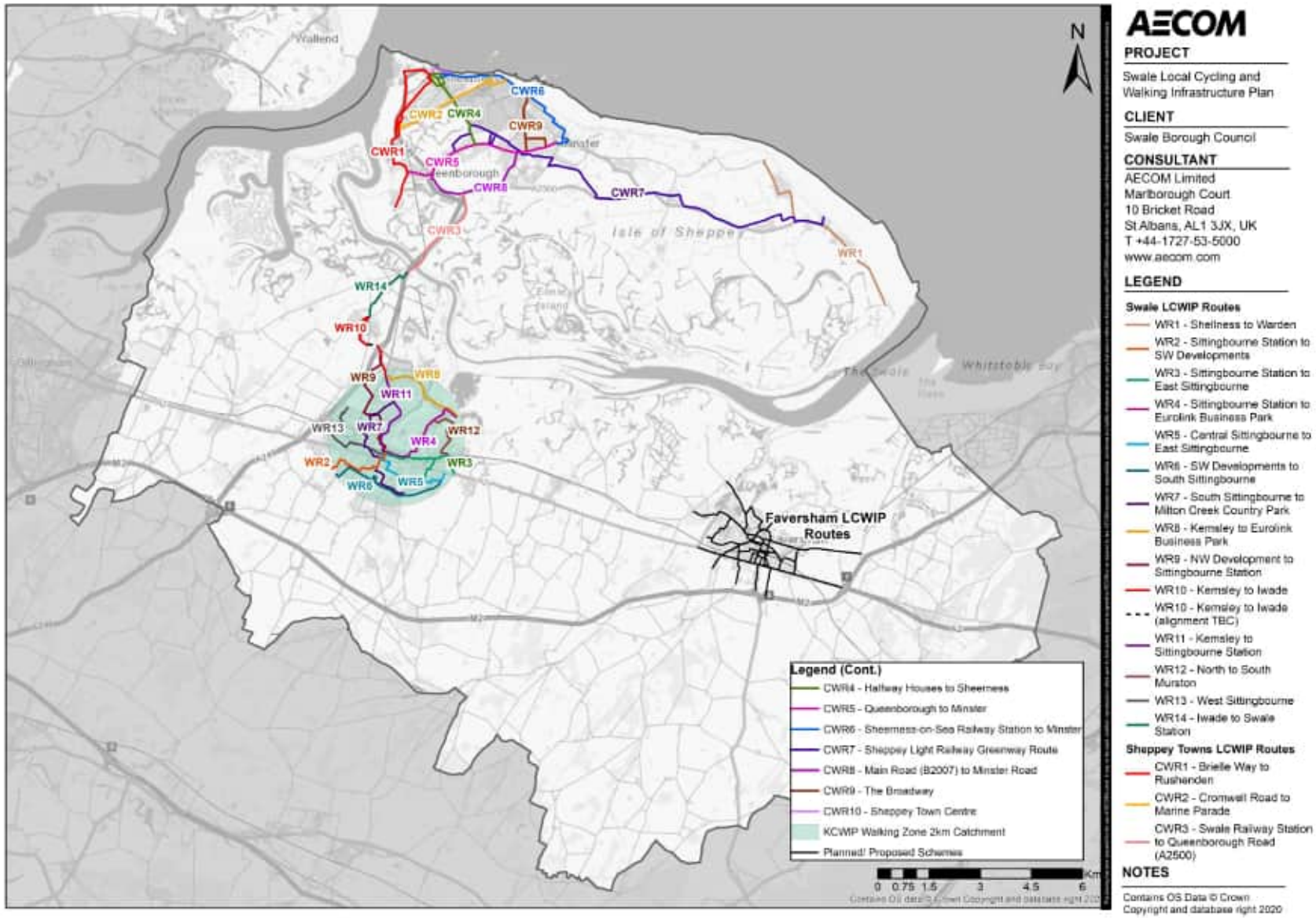


Figure 14: Identified Walking and Wheeling Network for Public Engagement

Public Consultation

Want to see the full questionnaire results? Please see **Appendix H**

Public consultation was carried out to gather local views on the proposals. Engaging with people who walk, wheel, or cycle in Swale, as well as those generally interested in the Borough's future infrastructure, helped ensure the LCWIP reflects community priorities.

The cycling and walking routes, updated following stakeholder engagement, were consulted on for six weeks during September and October 2025.

The public were able to participate through an online consultation webpage, which included details of the LCWIP, an interactive mapping tool with all proposed routes and an accompanying questionnaire.

In-person consultation stands were also put up at a number of locations around Swale with details of the proposals and feedback forms. Written feedback was also received throughout the consultation period.

Feedback was sought on the proposed routes and interventions. The public suggested adjustments to route alignments and interventions to maximise benefits, as well as ideas for new measures.

The online consultation received the following volume of engagement:

- 264 active users engaged with the consultation webpage
- 311 comments were received across all feedback methods
- 34 consultees completed the questionnaire
- 21 pins were left on the interactive mapping tools.

As part of the online consultation questionnaire respondents were asked to state their level of agreement from 'Strongly Agree' to 'Strongly Disagree' regarding the proposed routes.

The cycling routes with the highest proportion of 'Strongly Agree' or 'Tend to Agree' responses were:

- CR11—Faversham to Whitstable
- CR4—Sittingbourne to Sheerness
- CR1—Kemsley to Faversham

The walking routes with the highest 'Strongly Agree' or 'Tend to Agree' response rate were:

- WR1—Shellness to Warden
- WR4—Sittingbourne Station to Eurolink Business Park
- WR8—Kemsley to Eurolink Business Park

The Sheppey Towns active travel routes with the highest 'Strongly Agree' or 'Tend to Agree' response rate were:

- CWR7—Sheppey Light Railway Greenway Route
- CWR9—The Broadway
- CWR5 —Queenborough to Minster

The full results from the level of agreement questionnaire are shown in Appendix H.

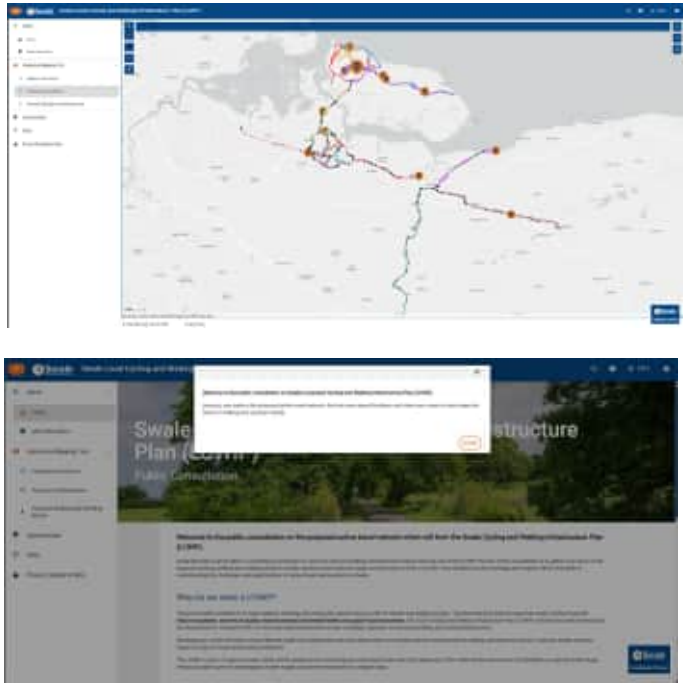


Figure 15: Public Consultation Webpage

Public Consultation

Want to see each route? Please see **Appendix B** to **Appendix G**

Based on the feedback received in the consultation further changes were made to the routes. These changes included:

Cycling

- CR2 was rerouted to avoid the railway bridge on Crown Quay Lane.
- CWR3 was extended with an additional section from Kingsferry Bridge to Rushenden - an upgrade of ZS12 .
- CWR7, the SLRG, was extended from Moat Way to the Napoleonic Lines / West Minster.
- On CWR7, an additional section was added between Moat Way and Power Station Road, subject to land owner approval.
- Additional interventions were added to CR6, CR8, CWR1, CWR4, and CWR9.

Walking

- On WR7 an additional section was added including the cut through from Hythe Rd to Windmill Rd (subject to a safety audit).
- Additional interventions were added to WR3, WR4, WR6, WR10, CWR1, CWR4, and CWR9.

The changes to CWR3 and CWR7 are shown in Figure 16 as an example of the process.

The changes following public consultation were the final step in finalising the LCWIP network. The final network of updated routes following public consultation are shown in Figure 17 and Figure 18.

Each individual route can be found in Appendix B to Appendix F.

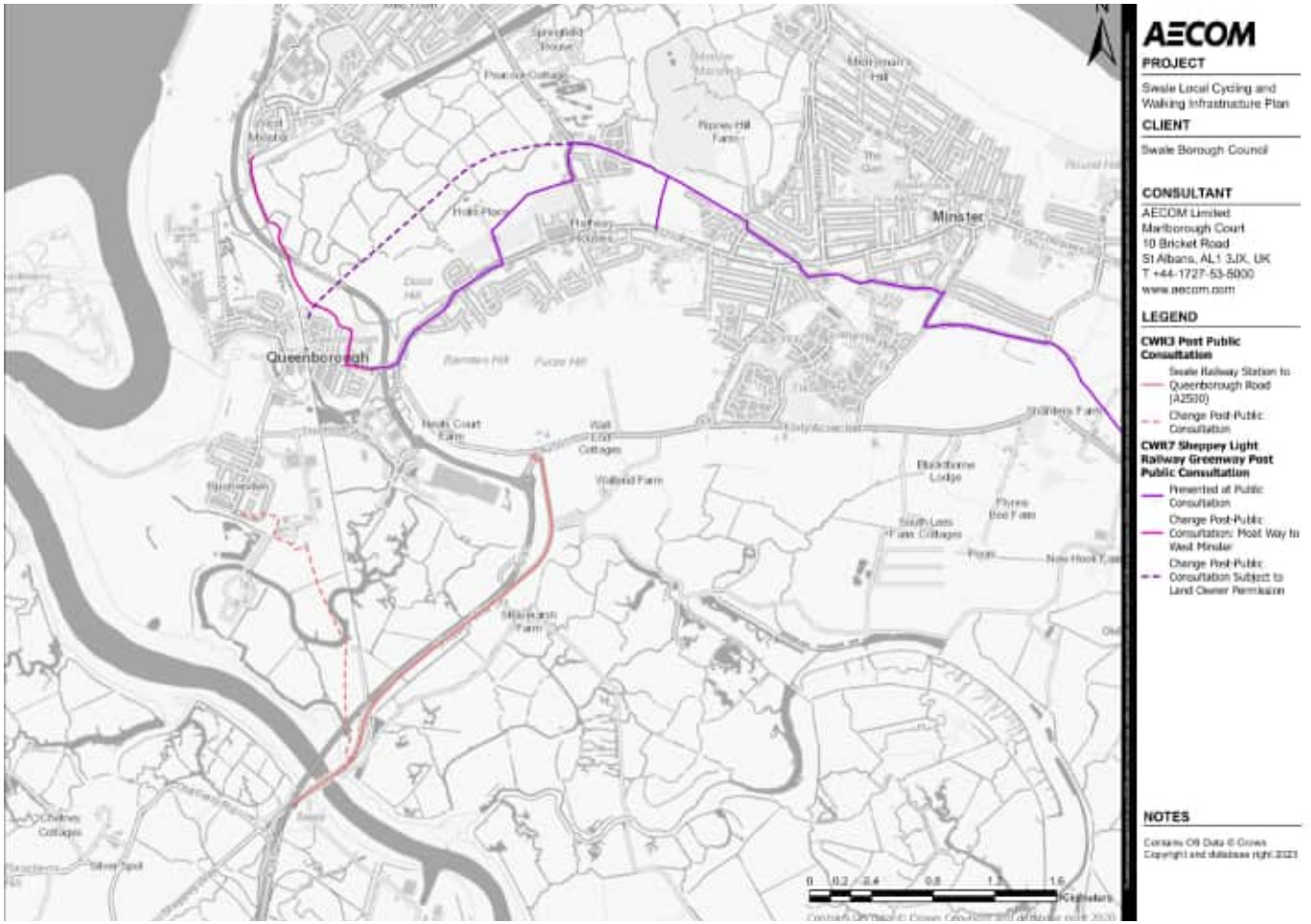


Figure 16: Changes to CWR3 and CWR7 (SLRG) Following Public Consultation

Final Cycling Route Network

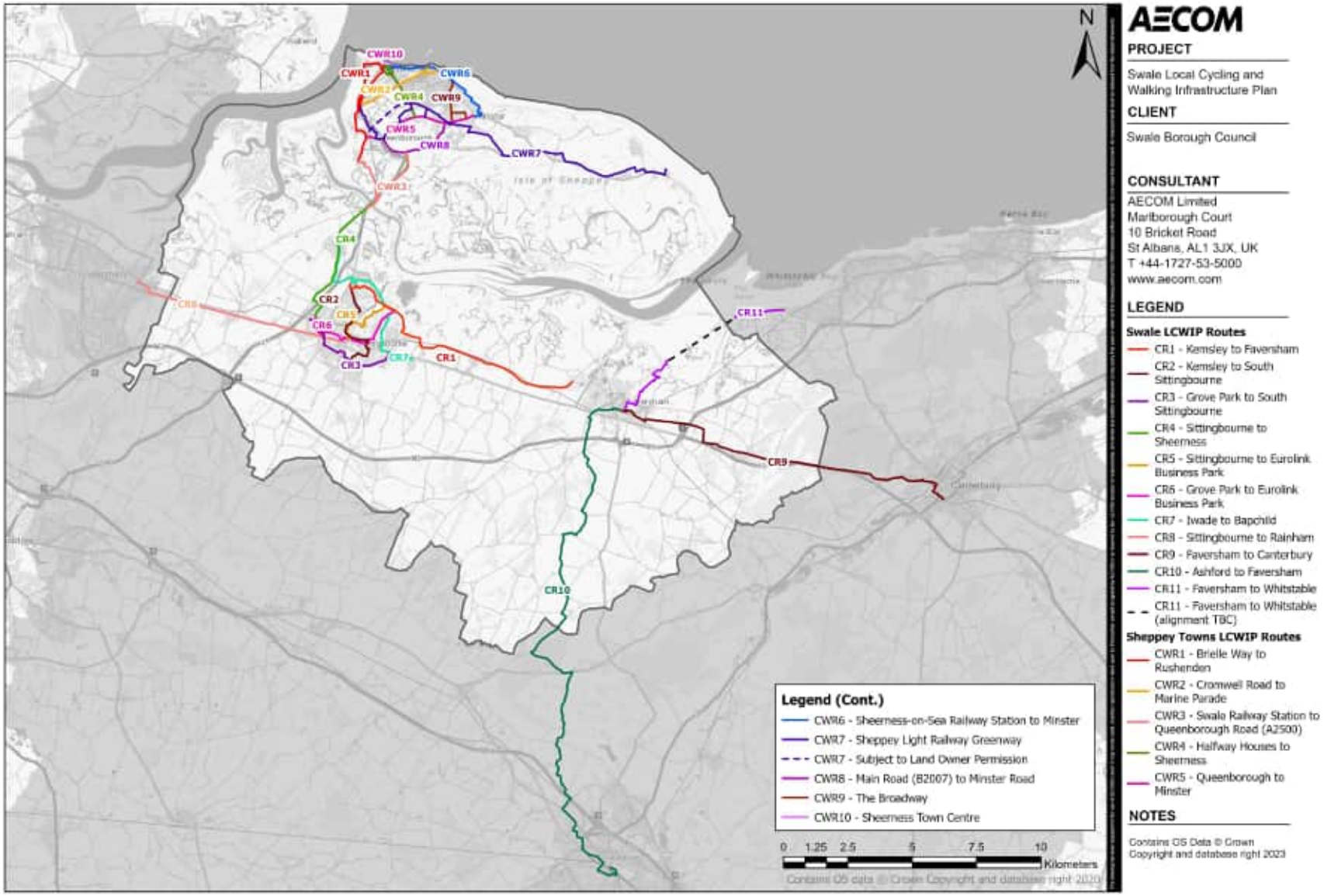


Figure 17: Final Proposed Cycling Network Across Swale

Final Walking and Wheeling Route Network

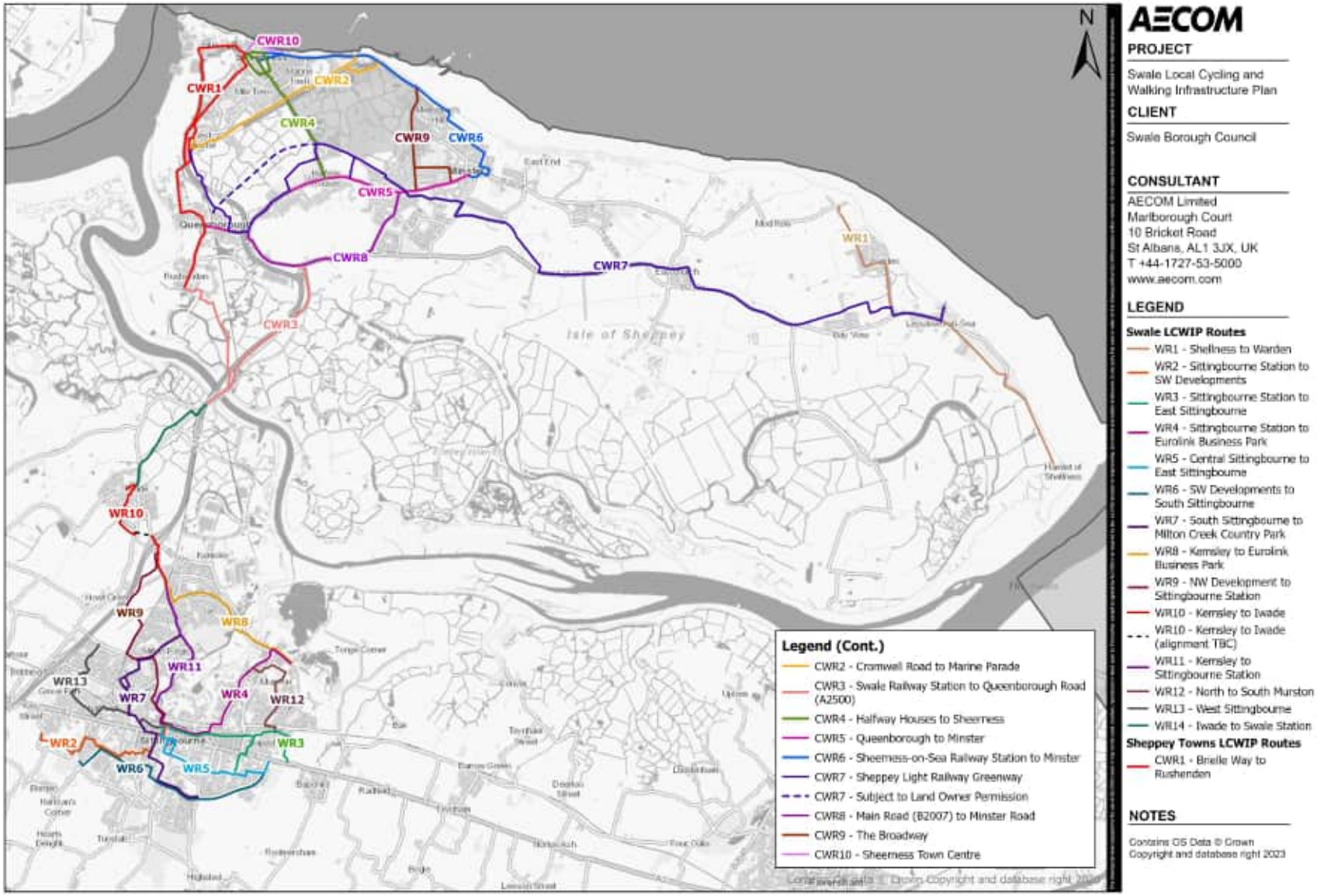


Figure 18: Final Proposed Walking and Wheeling Network Across Swale

Prioritisation

Want to see the prioritisation criteria and outcomes? Please see **Appendix I**

Route prioritisation is the fifth stage of the LCWIP process. Its purpose is to identify the routes that best support the plan's objectives in the short, medium and long term. Using the evidence gathered in earlier stages, all cycling and walking and wheeling routes identified in Stages 3 and 4 were assessed against a defined set of criteria.

The cycling routes and walking and wheeling routes were prioritised separately, with the exception of the Sheppey Towns LCWIP active travel routes which were included in both assessments.

The routes were prioritised using a Multi-Criteria Assessment Framework (MCAF). The framework was designed to provide a balanced assessment, without placing too much emphasis on any single factor. This approach ensured that urban and rural routes, shorter and longer routes, and routes serving different types of trip attractors were all considered fairly. The criteria included:

- **Current and future demand** - based on data from the Propensity to Cycle Tool (PCT) Go-Dutch Scenario.
- **Filling gaps in the existing network** - how much of the route aligns with the existing network.
- **Supporting housing and economic growth** - how much of the route passes through areas of high population and employment density. The number and size of site allocations in proximity to the route which may affect future land use.
- **Level of agreement in public consultation** - informed by data from the public consultation where consultees were asked to state how much they supported the proposed routes.

The five highest scoring routes from the prioritisation exercise for cycling can be seen in Table 1 and in Table 2 for the walking and wheeling routes.

Cycling Route	Prioritisation Rank
CWR7—Sheppey Light Railway Greenway	1
CWR1—Brielle Way to Rushenden	2
CWR8—Sittingbourne to Rainham	3
CR1—Kemsley - Faversham	4
CWR4—Halfway Houses - Sheerness	5

Table 1: Cycle Route Prioritisation

Walking and Wheeling Route	Prioritisation Rank
CWR1—Brielle Way to Rushenden	1
WR11—Kemsley - Sittingbourne Station	2
CWR4—Halfway Houses - Sheerness	3
CW7—Sheppey Light Railway Greenway	4
WR2—Sittingbourne Station - SW Developments	5

Table 2: Walking and Wheeling Route Prioritisation

Prioritisation

The final stage of the LCWIP process focuses on embedding the plan within local policies, strategies, and decision-making processes. While the LCWIP provides a framework for future delivery plans, it is also important that it aligns with existing and emerging local, borough, and county-level policies. Figure 19 summarises the Department for Transport's guidance for this stage of the process.

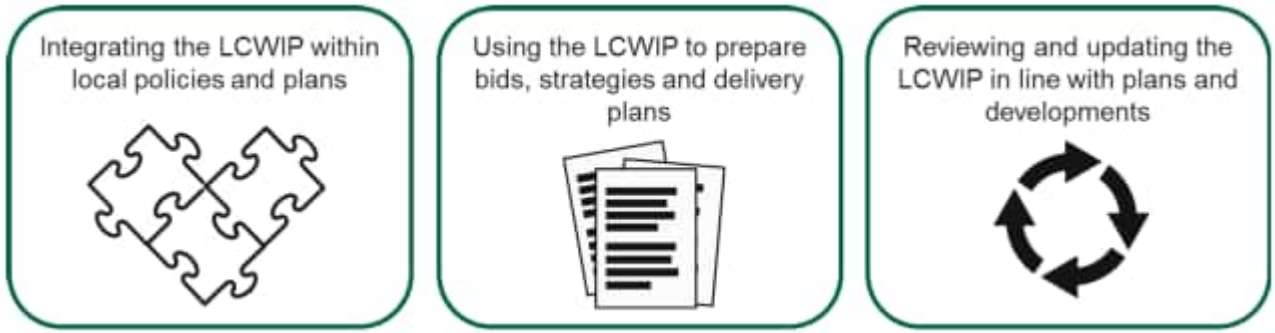


Figure 19: Integration and Application of LCWIPs—DfT Guidance

Strong alignment between this LCWIP, the Faversham LCWIP, and the Kent Cycling and Walking Infrastructure Plan (KCWIP) is particularly important. This document builds on the proposals set out in the KCWIP, ensuring geographical consistency across the Borough and County. This alignment strengthens the case for future funding and supports the integration of cycling, walking, and wheeling proposals into wider transport and planning strategies. This LCWIP also incorporates the Sheppey LCWIP, creating a coherent, borough-wide approach to active travel.

Future borough-level cycling, walking, and wheeling policies should reflect and build on the routes and recommendations identified in this LCWIP. The outputs should be incorporated into future mapping and policy documents, in the same way this LCWIP draws on evidence and proposals from other relevant plans, including the Faversham LCWIP and the Parishes to Town Report.

The LCWIP also has an important role in supporting growth and development. By linking proposed routes to housing and site allocations, the LCWIP provides a valuable evidence base for developers preparing Travel Plans and Transport Assessments, helping to ensure that new development supports and contributes to high-quality active travel infrastructure.

In line with other transport strategies, the LCWIP should be reviewed and updated approximately every four to five years to reflect delivery progress and changes in local circumstances.

Updates may also be required in response to significant changes, such as new policies, major development proposals, or the emergence of new funding opportunities.

As further work progresses on the Sheppey Light Greenway proposals, Swale Borough Council will continue to work with stakeholders and update the LCWIP where appropriate.

Regular updates will ensure the LCWIP remains a robust and up-to-date evidence base, placing the Council in a strong position to prepare funding bids and supporting strategies. Where funding is secured and proposals are taken forward to detailed design and delivery, it will be important that feedback from stakeholders and the public consultation continues to inform scheme development. Where necessary, additional consultation should be undertaken to secure support for any future changes or refinements.

Appendix A Network Planning for Cycling - Methodology

Network Planning for Cycling

Key Origins and Destinations

To identify the potential demand across the proposed cycling network, key origin and destination points across Swale were mapped. This mapping was based on data collected during the Information Gathering stage, specifically the locations of key trip attractors and generators.

Desire Lines

Desire lines in this context are **indicative links** between origin and destination clusters that reflect the "desire" of the local population to travel between two locations. These desire lines do not connect to existing infrastructure, nor do they reflect the proposed routes.

The identification of desire lines was an **iterative process** undertaken overlaying data from the **Propensity to Cycle Tool** (PCT), 2011 Census **Travel to Work data**, and **traffic model** (VISUM) 2019 flows. Additional cross-border desire lines which were identified as significant to the county-wide network (KCWIP) as part of the analysis were also included in the desire line identification.

Desire Line Classification

The relative importance of each desire line to the wider network needs to be understood to assess the potential future number of cyclists they could serve. Desire lines were classified as based on the following characteristics:

- **Primary:** High flows of cyclists are forecast along desire lines that link large residential areas to trip attractors such as a town or city centre.
- **Secondary:** Medium flows of cyclists are forecast along desire lines that link to trip attractors such as schools, colleges, and employment sites.
- **Local:** Lower flows of cyclists are forecast along desire lines that cater for local cycle trips, often providing links to primary or secondary desire lines.

As can be seen from the above desire line classifications, the desire line classification process is deeply rooted in demand. Whilst demand is an important facet of desire lines, the geographic scope and objectives of this LCWIP required the consideration of other factors to ensure an even balance between urban and rural areas as well as focusing on connecting smaller towns into larger settlements.

Classified Desire Lines

As shown in Figure 3-2, the outputs of the desire line classification process show **Primary desire lines between Sittingbourne and Faversham** and **connecting to the Isle of Sheppey**. There are also several Primary desire lines connecting the towns on Sheppey, as well as rural towns outside of Sittingbourne. The local desire lines, in turn, represent longer routes that connect to the primary desire lines.

Desire Lines for Route Selection

Figure 4-3 demonstrates the desire lines taken forward for route selection. Overlapping desire lines or those with similar origins and destinations were merged to create a network of cycling routes which reflect the key movement corridors highlighted by the desire lines.

As shown, cross-border KCWIP desire lines were included, along with the highest scoring desire lines, to ensure the alignment with the county-wide network.

Network Planning for Cycling

Desire lines in Faversham and the Isle of Sheppey were excluded from selection since they are part of the Faversham LCWIP and Sheppey Towns LCWIP respectively.

The focus of the proposed cycling network was on **Sittingbourne** and the east-west and north-south movements connecting the town.

The **desire lines taken forward for route selection represent current priorities for SBC**. Other desire lines are not discarded for future analysis but have not been identified as primary at this stage. This prioritisation is subject to further updates based on changes in local/national policy or progress towards the identified priority desire lines.

Route Selection Process

Identifying routes for inclusion in the Swale LCWIP was an iterative process and was one of the most important elements of the LCWIP process. Unlike the desire lines, these routes connect to existing cycling infrastructure, support existing and future cycle demand, and accommodate the forecast needs of the local community in moving between specific areas. At the same time, they achieve the **core design outcomes** of being coherent, direct, safe, comfortable, and attractive.

The routes emerged from comprehensive data analysis and were informed by various data sources as detailed in previous sections of this report. Alignment decisions considered the **existing and forthcoming active travel** network, **local conditions** such as gradient, terrain and **cycling accessibility** were also factored into the route selection.

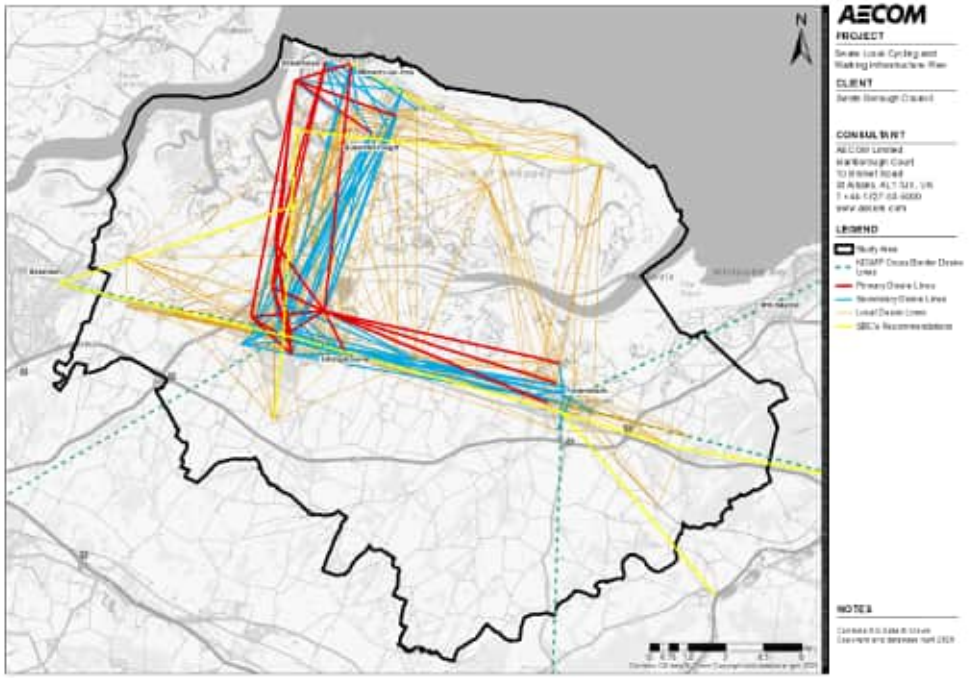


Figure 3-2: Classified Desire Lines

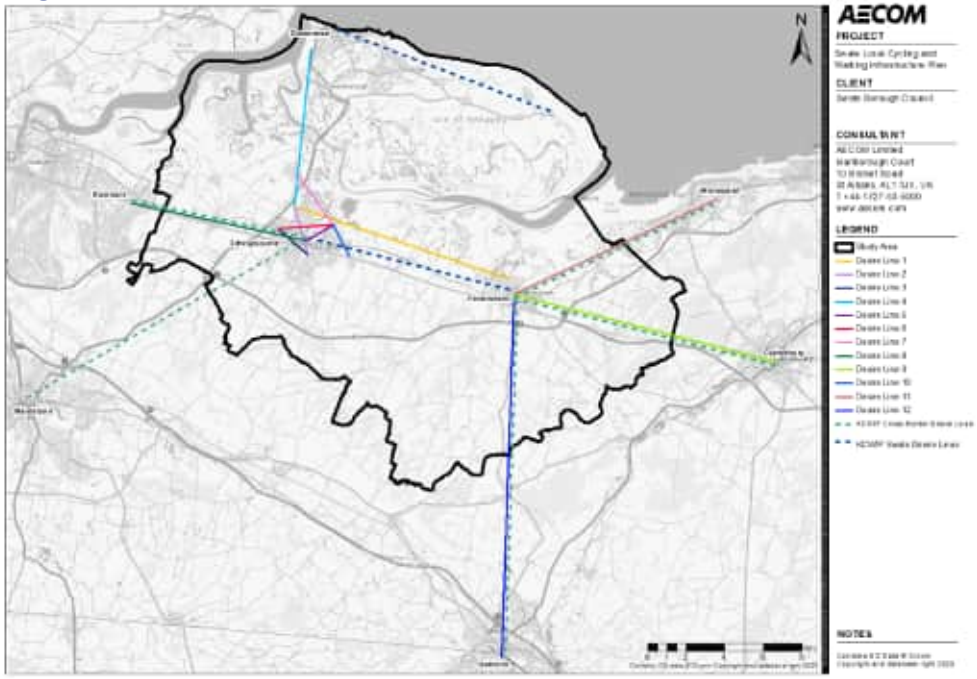


Figure 3-3: Primary Desire Lines for Route Selection

Network Planning for Cycling

Stakeholder Engagement

Swale LCWIP

The identified cycling network, shown was presented to local stakeholders in a **stakeholder engagement** session held in February 2024. The meeting provided a platform to gather the stakeholders' opinion on the identified network.

Overall, the stakeholders welcomed the identified cycling routes and used their local knowledge to make some suggestions such as altering the alignment of proposed routes to make them more attractive to local residents and receive longer-term support.

The key outcome of this meeting was to **ensure the routes are direct**, where possible **avoiding car-dominated or fast roads**.

Sheppey Towns LCWIP

A hybrid stakeholder engagement session was conducted through both **in-person and online workshops** on the 18th of October 2023 (as shown in Figure 3-4). Stakeholders and Council officers provided direct comments on the draft network plans. The window for comment remained active via the online Miro board until the 27th of October 2023, allowing for further stakeholder feedback.

The consultation attracted:

- 23 visitors including representatives from Kent County Council, Parish Councils, Sheppey Light Railway Greenway Group, and other local groups.
- 71 contributions: 69 in-person stakeholder comments and 2 online Miro board inputs.

The consultation highlighted several key issues preventing people from walking or cycling in the proposed area including the **accessibility issues around the coastal path** and **Neptune steps**.

Following the identification of the network, a series of active travel audits took place on 30th November 2023. The 40km network was cycled and audited by several trained auditors from WSP and a representative from Swale Borough Council.

The ATE Route Check Microsoft Form was completed during the audit, with photos being taken continuously throughout. The results of the audit were downloaded and analysed in Microsoft Excel to determine the existing level of infrastructure feasibility, to inform the next concept planning stage.

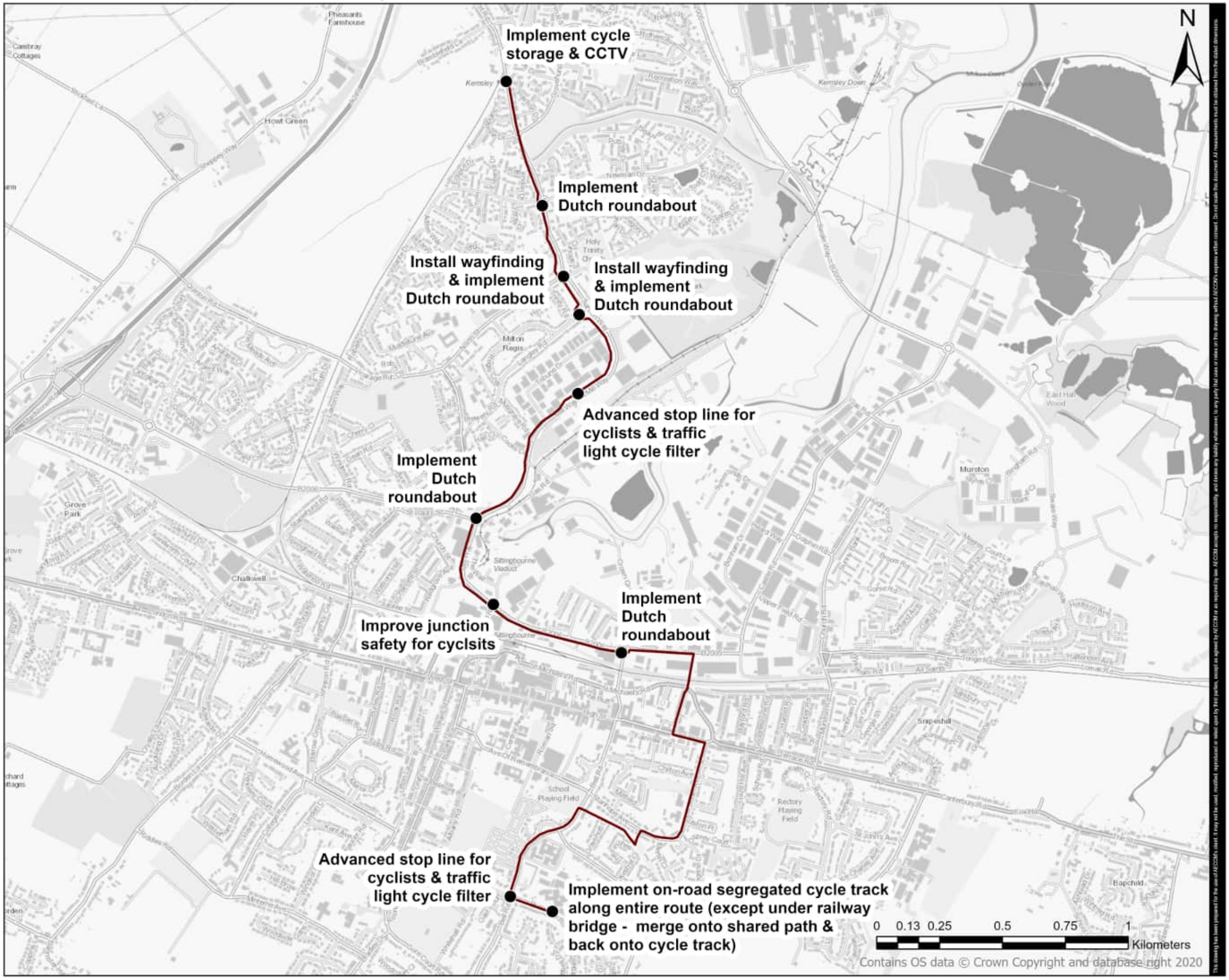
The integrated Swale LCWIP cycling network is presented for each of the four study areas, as follows:

- **Sittingbourne** - identified as part of this analysis and presented in Figure 3-5.
- **Faversham** - identified as part of Faversham LCWIP and presented in Figure 3-6.
- **Sheppey Towns** - identified as part of draft Sheppey Towns LCWIP and presented in Figure 3-7.
- **Rural Swale** - identified as part of this analysis and presented in Figure 3-8.

Figure 3-4: Stakeholder Engagement Workshop Undertaken by WSP on 18th October 2023

Appendix B - Sittingbourne Cycling Routes and Interventions

Route CR2 - Kemsley to South Sittingbourne



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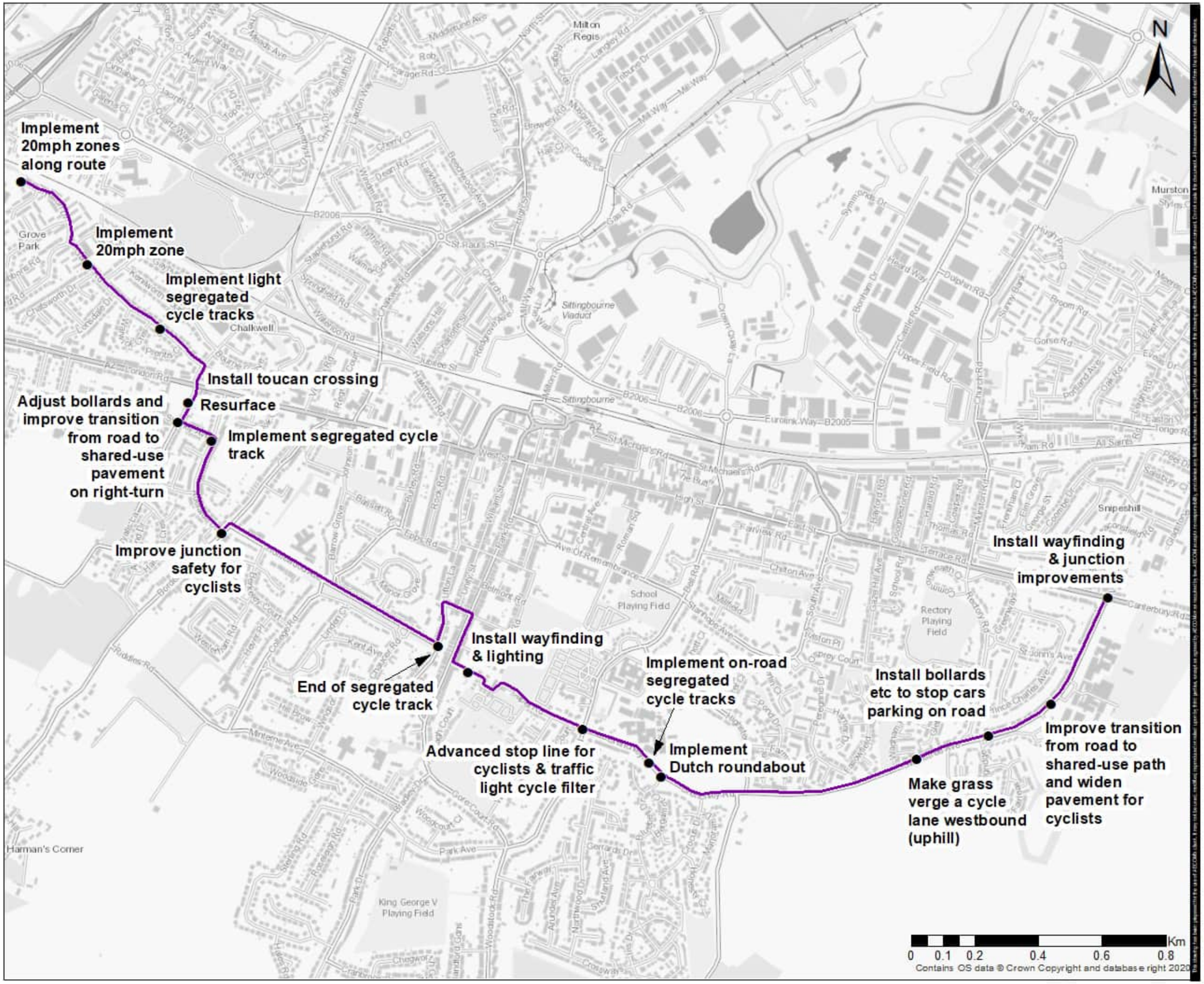
LEGEND

- Study Area
- Route 2 - Kemsley to South Sittingbourne
- Cycling Interventions

NOTES

Route CR3 - Grove Park to South Sittingbourne



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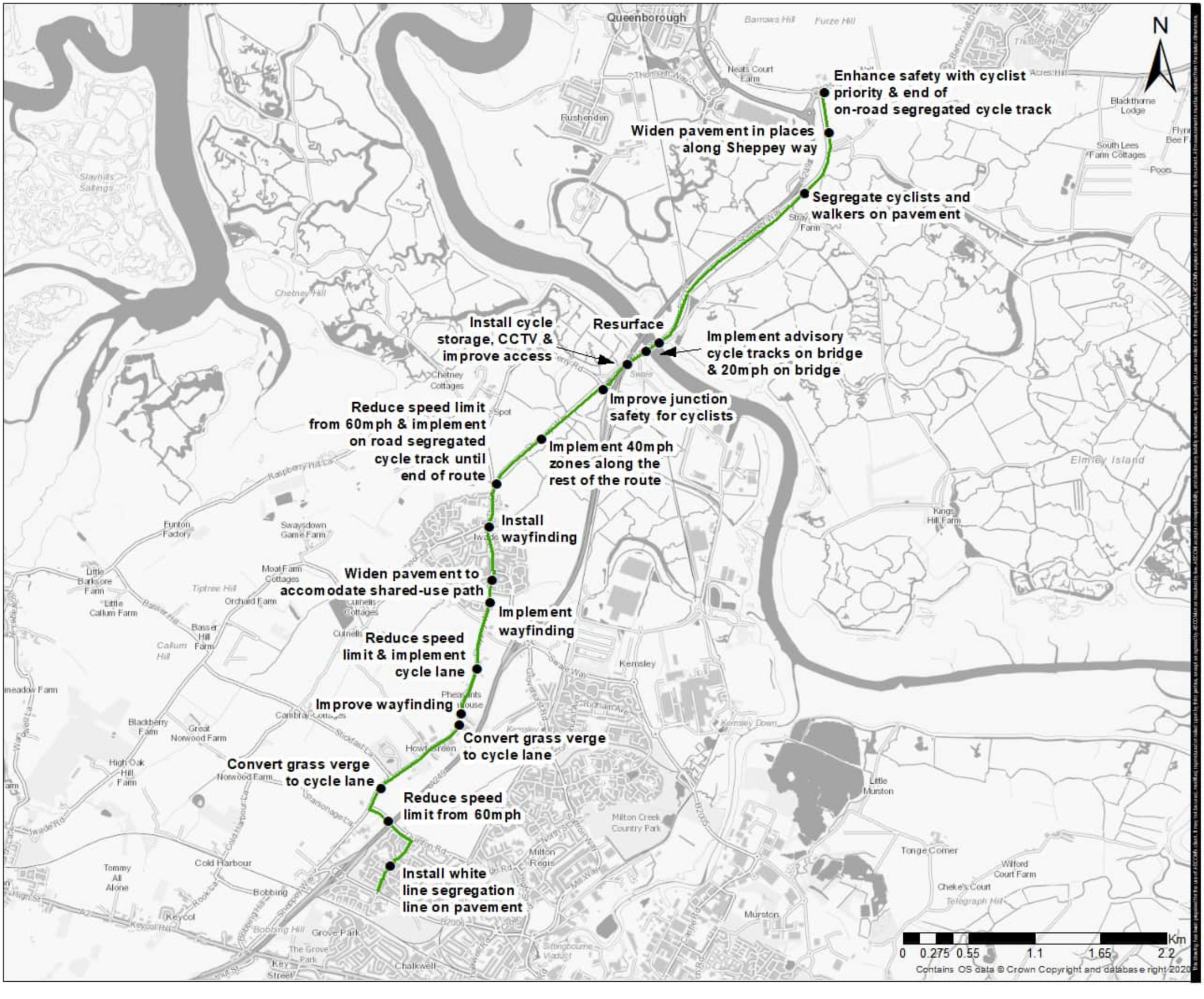
LEGEND

- Study Area
- Route 3 - Grove Park to South Sittingbourne
- Cycling Interventions

NOTES

Route CR4 - Sittingbourne to Sheerness



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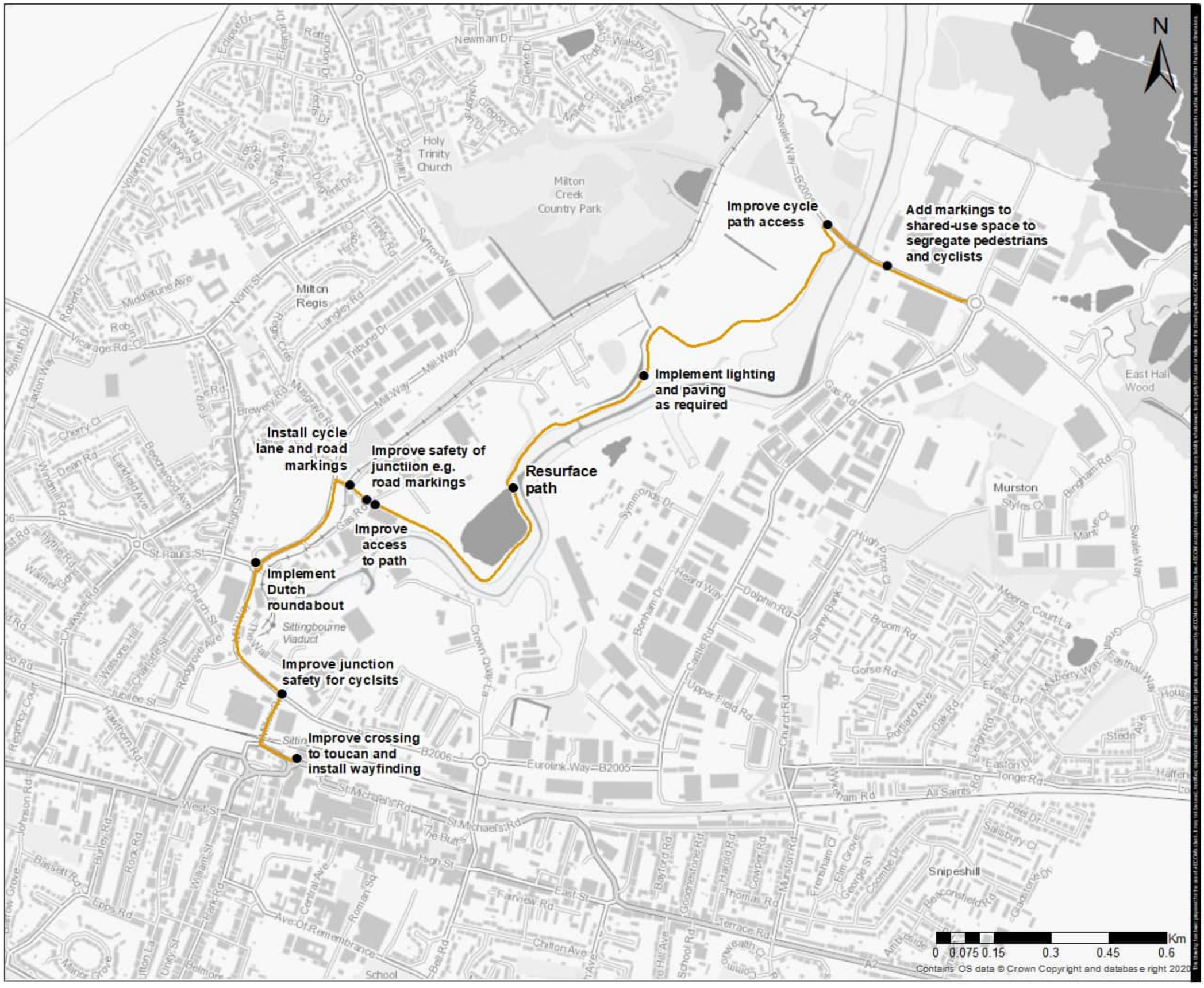
LEGEND

- Study Area
- Route 4 - Sittingbourne to Sheerness
- Cycling Interventions

NOTES

Route CR5 - Sittingbourne to Eurolink Business Park



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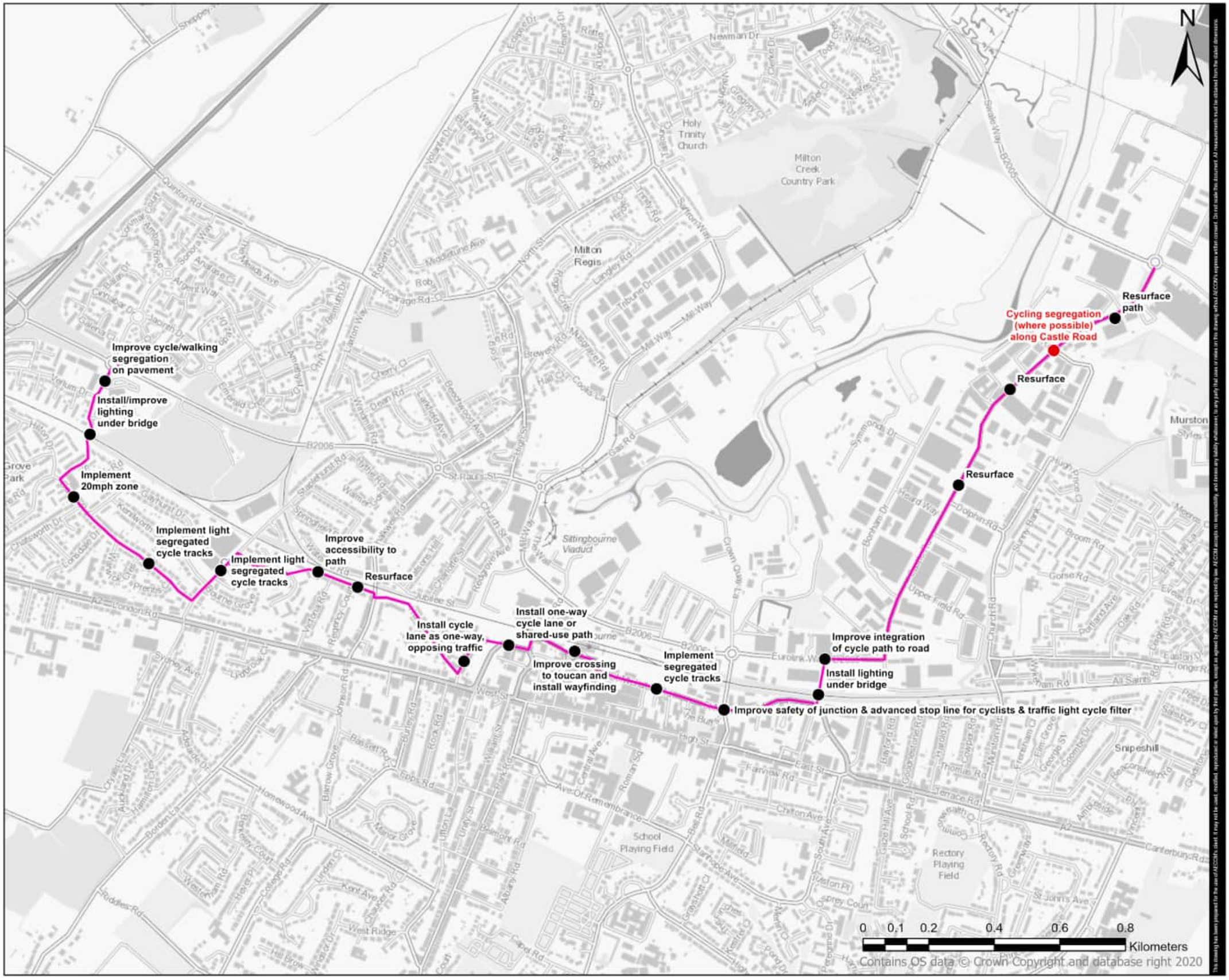
LEGEND

- Study Area
- Route 5 - Sittingbourne to Eurolink Business Park
- Cycling Interventions

NOTES

Route CR6 - Grove Park to Eurolink Business Park



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LEGEND

- CR6 - Grove Park to Eurolink Business Park
- Cycling Interventions
- Cycling Interventions Added After Public Consultation

NOTES

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Route CR7 - Iwade to Bapchild

Widen pavement to accomodate shared-use path
Implement wayfinding
Reduce speed limit & implement cycle lane
Improve wayfinding
Improve access to path
Resurface path
Upgrade crossing to toucan crossing
Improve access to path and improve road markings
Improve cycle connection between LTN roads
Improve cycle connection between LTN roads
Improve cycle/walking segregation on pavement
Add markings to shared-use space to segregate pedestrians and cyclists
Improve cycle path access
Resurface path
Improve access to cycle path
Improve cycle connection between LTN roads
Improve junction safety for cyclists
Install wayfinding & junction improvements
Install cycle lane on A2
Improve junction access to path for cyclists

Swaysdown Game Farm
Iwade
School La
Culnells Cottages
Culnells Farm
Pheasants Farmhouse
Cambray Cottages
Stickfast La
Howt Green
A249
Parsonage La
Kemsley
Swale Way
Ridham Ave
Kings Hill Farm
Little Murston
Milton Creek Country Park
Milton Regis
Quinton Rd
Vicarage Rd
High St
Mill Way
North St
Saffron Way
Tonge Corner
Wilford Court Farm
Cheke's Court
Telegraph Hill
Murston
Castle Rd
Grove Park
The Grove Park
Chalkwell
Chalkwell Rd
Sittingbourne Viaduct
Sittingbourne
Milton Rd
B2006
A2
Tonge Rd
Lomas Rd
Bunces Farm
Bax
Church Rd
Orchard Cottage
Lower Rd
Snipeshill
East St
Burley Rd
Park Rd
Homewood Ave
College Rd
Riddles Rd
Borden La
Borden
Orchard Cottages
Stanhope Ave
Hempstead
Bapchild

N

0 0.175 0.35 0.7 1.05 1.4 Km

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LEGEND

- Route 7 - Iwade to Bapchild
- Cycling Interventions

NOTES

Appendix C - Isle of Sheppey Cycling Active Travel Routes and Interventions

The Broadway - CWR9

Figure 50 : The Broadway

Interventions Added After Public Consultation

Main Road (B2007) to Minster Road - CWR8

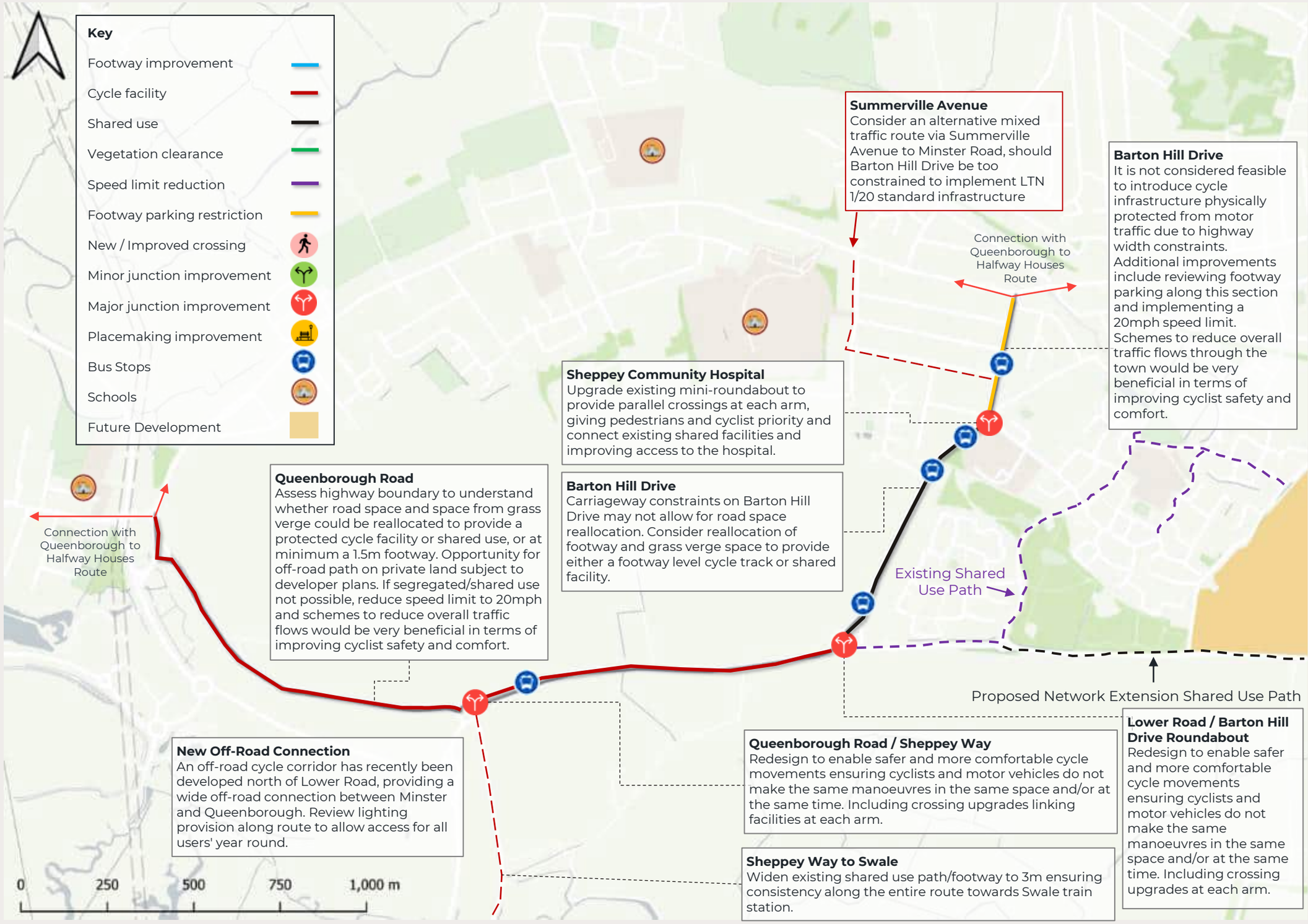

Figure 51 : Main Road (B2007) to Minster Road

Power Station Road - CWR7

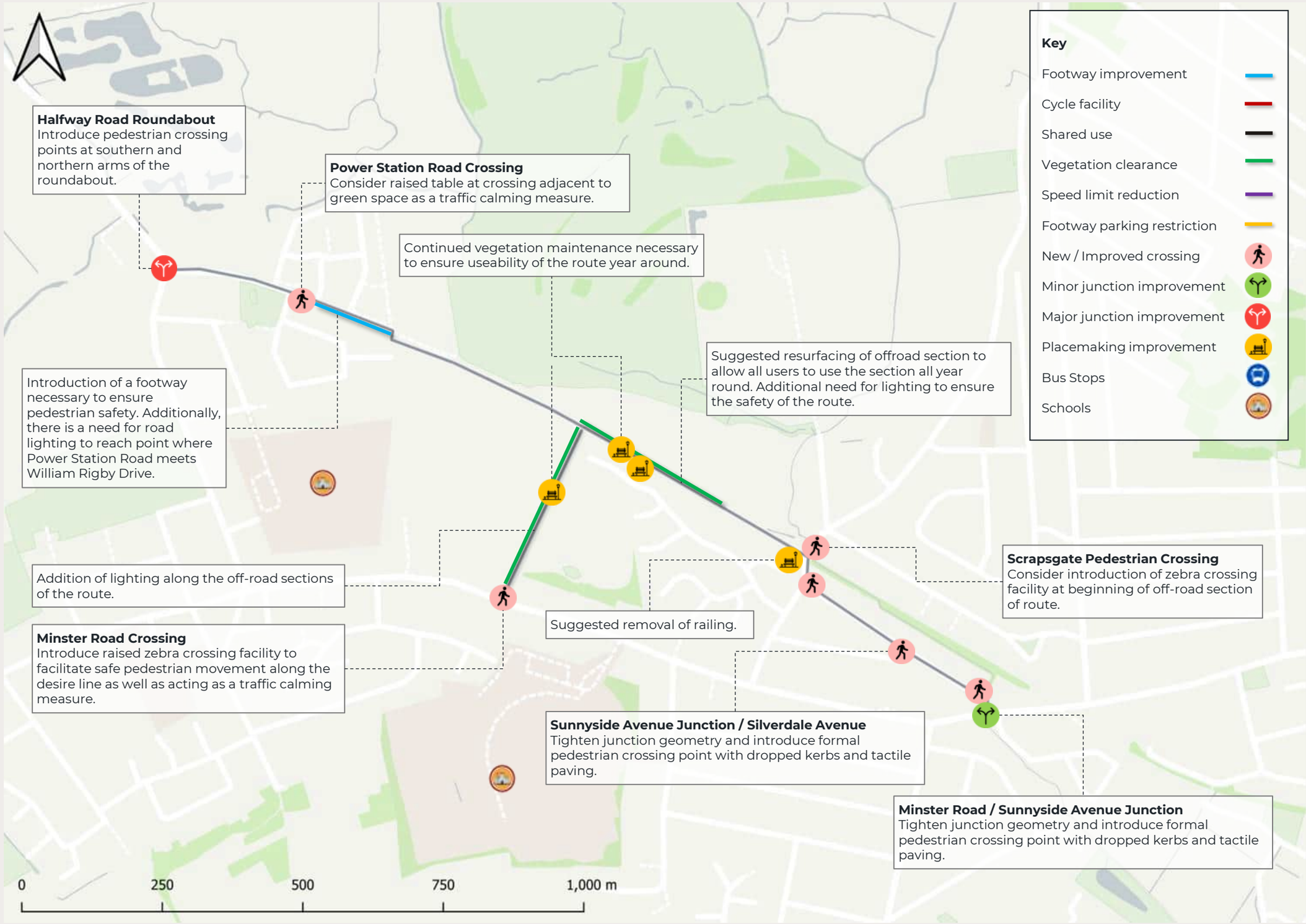

Figure 52 : Power Station Road

Brielle Way to Rushenden Road - CWR1

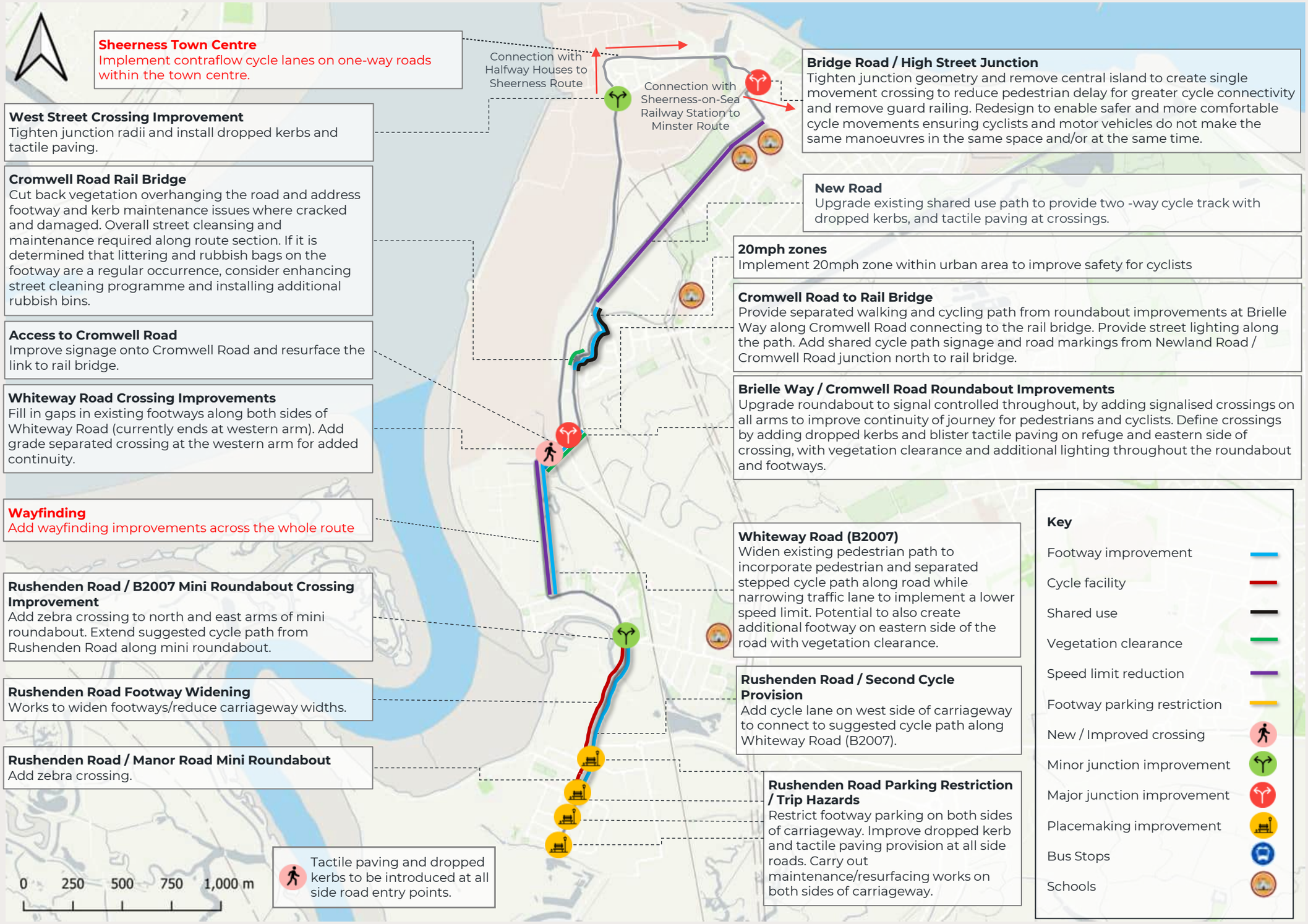

Figure 53 : Brille Way to Rushenden Road

Interventions Added After Public Consultation

Sheerness-on-Sea Railway Station to Minster - CWR6

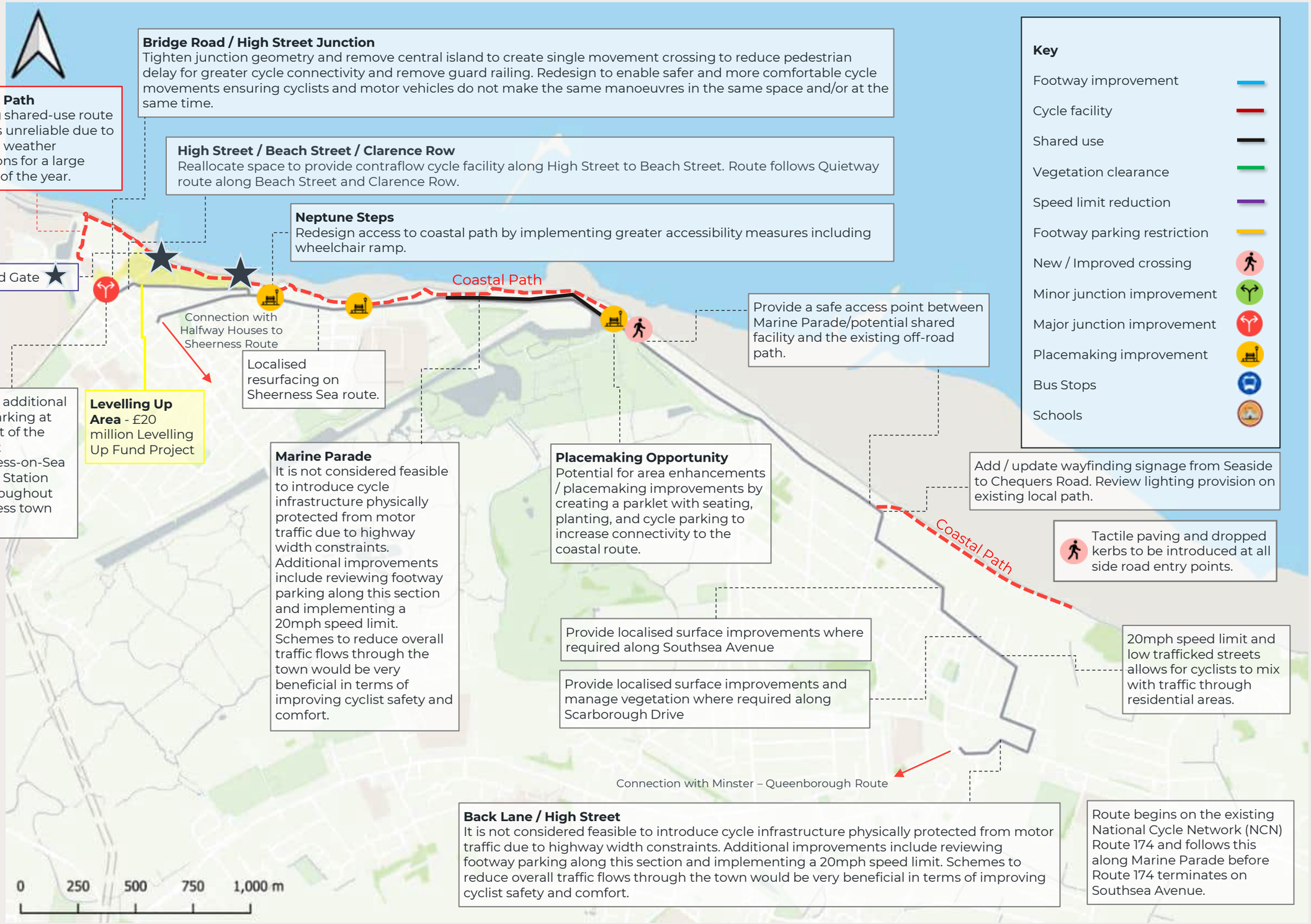

Figure 54 : Sheerness-on-Sea Railway Station to Minster

Queenborough to Minster - CWR5

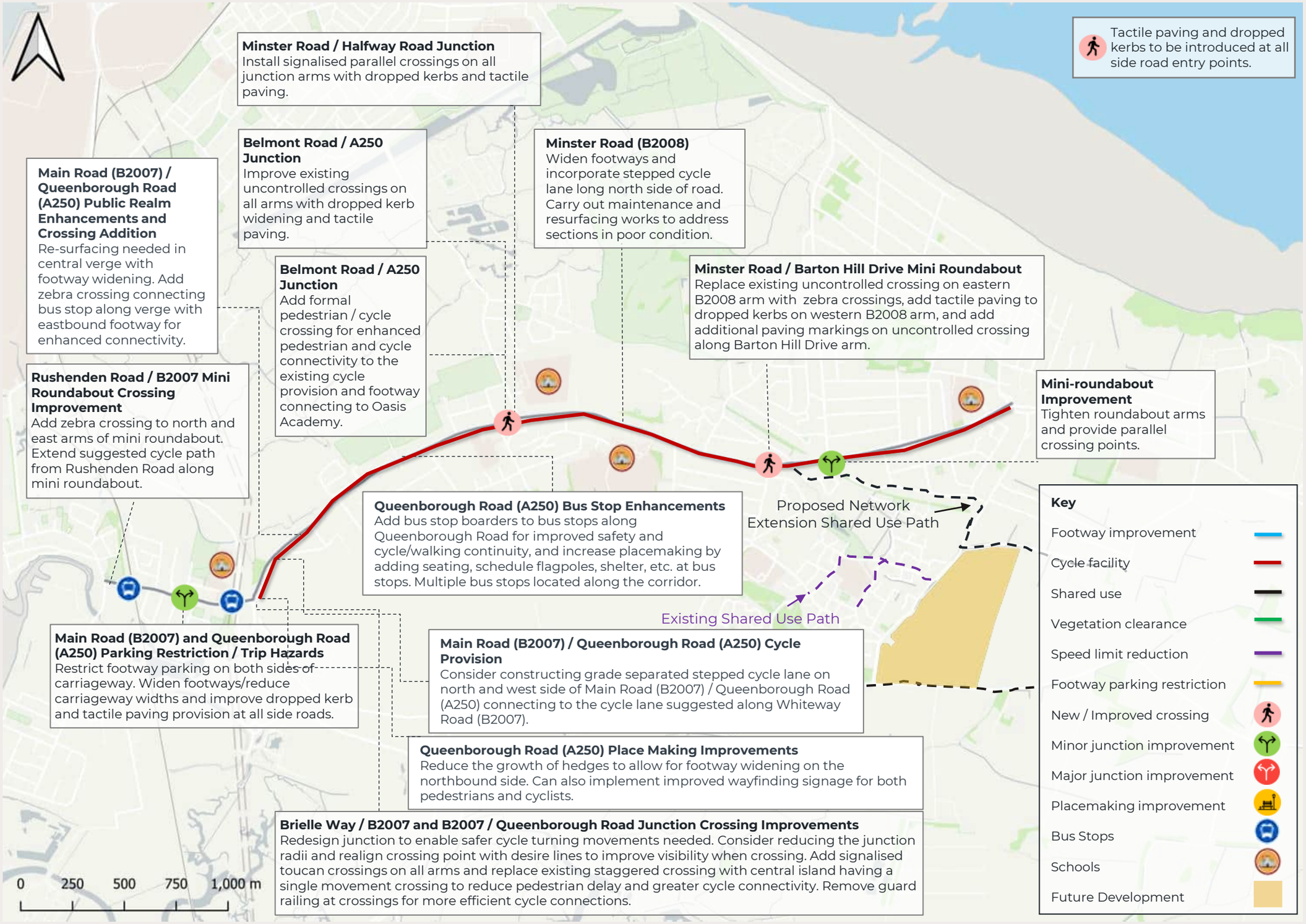

Figure 55 : Queenborough to Minster

Halfway Houses to Sheerness - CWR4

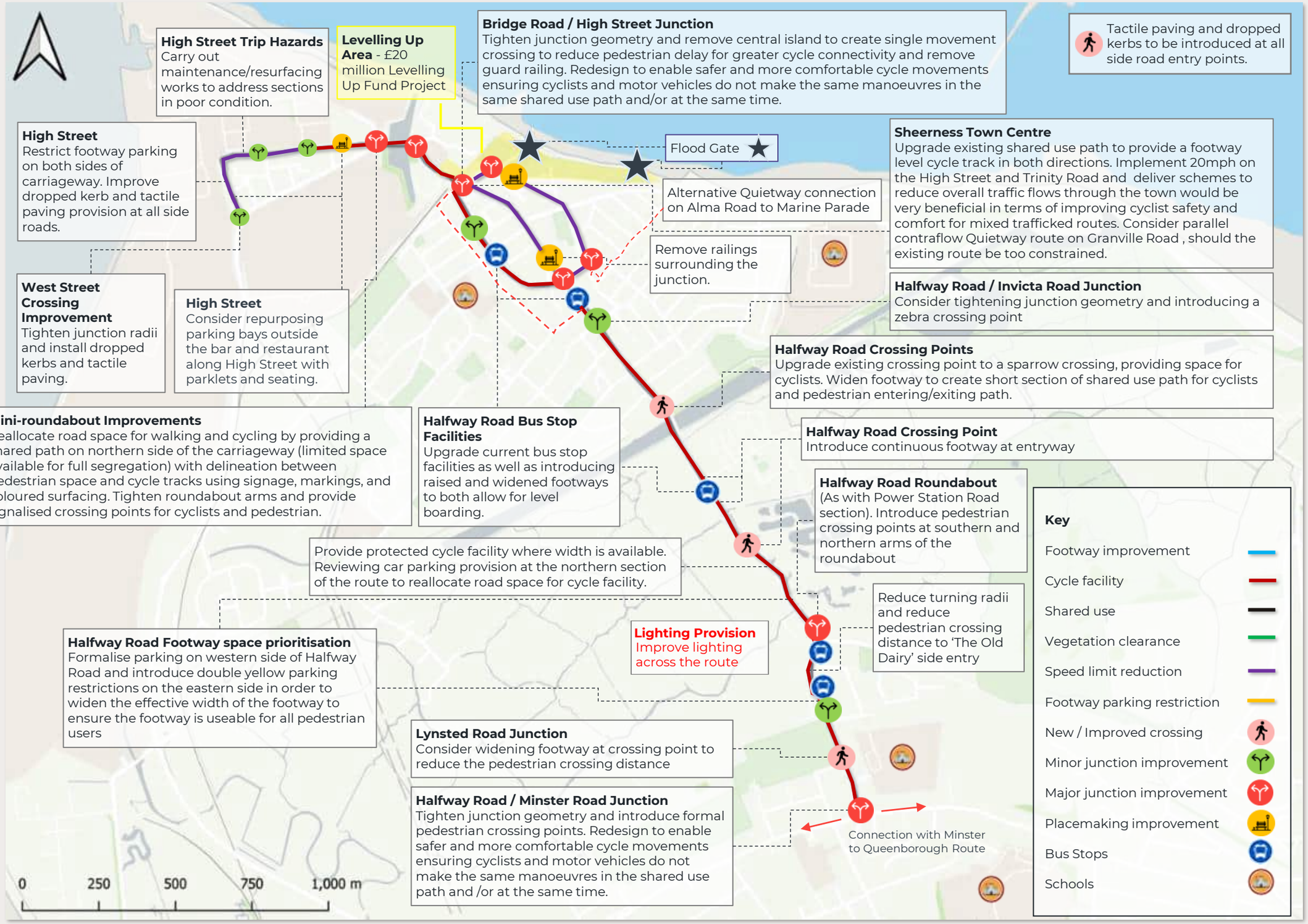

Figure 56 : Halfway Houses to Sheerness

Interventions Added After Public Consultation

Cromwell Road to Marine Parade - CWR2

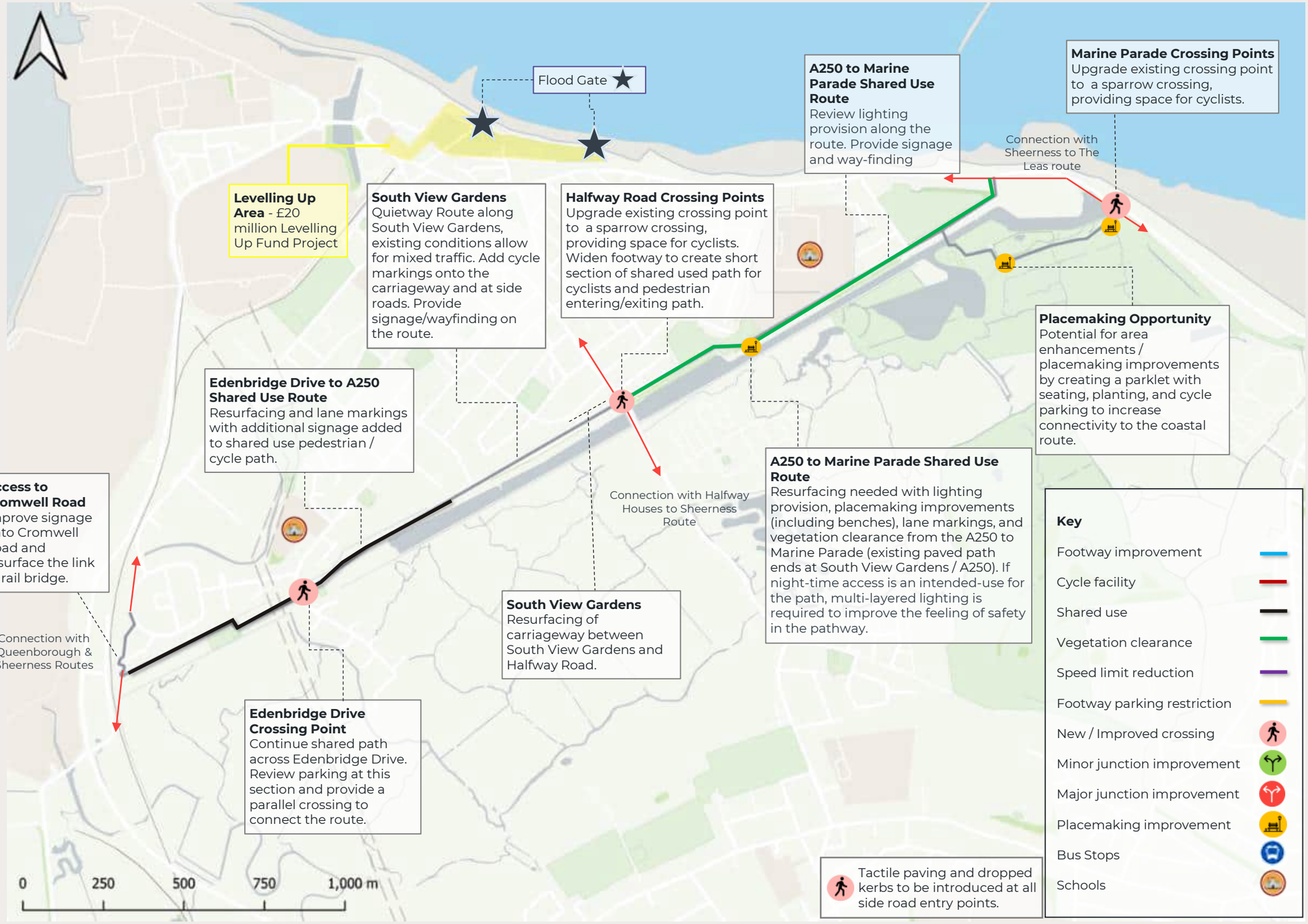

Figure 57 : Cromwell Road to Marine Parade

Route CWR3 - Swale Railway Station to Queenborough Road (A2500)

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LEGEND

CWR3 - Swale Railway Station to Queenborough Road (A2500)

Initial interventions shown on the original map on the next page

NOTES

Swale Railway Station to Queenborough Road (A2500) - CWR3

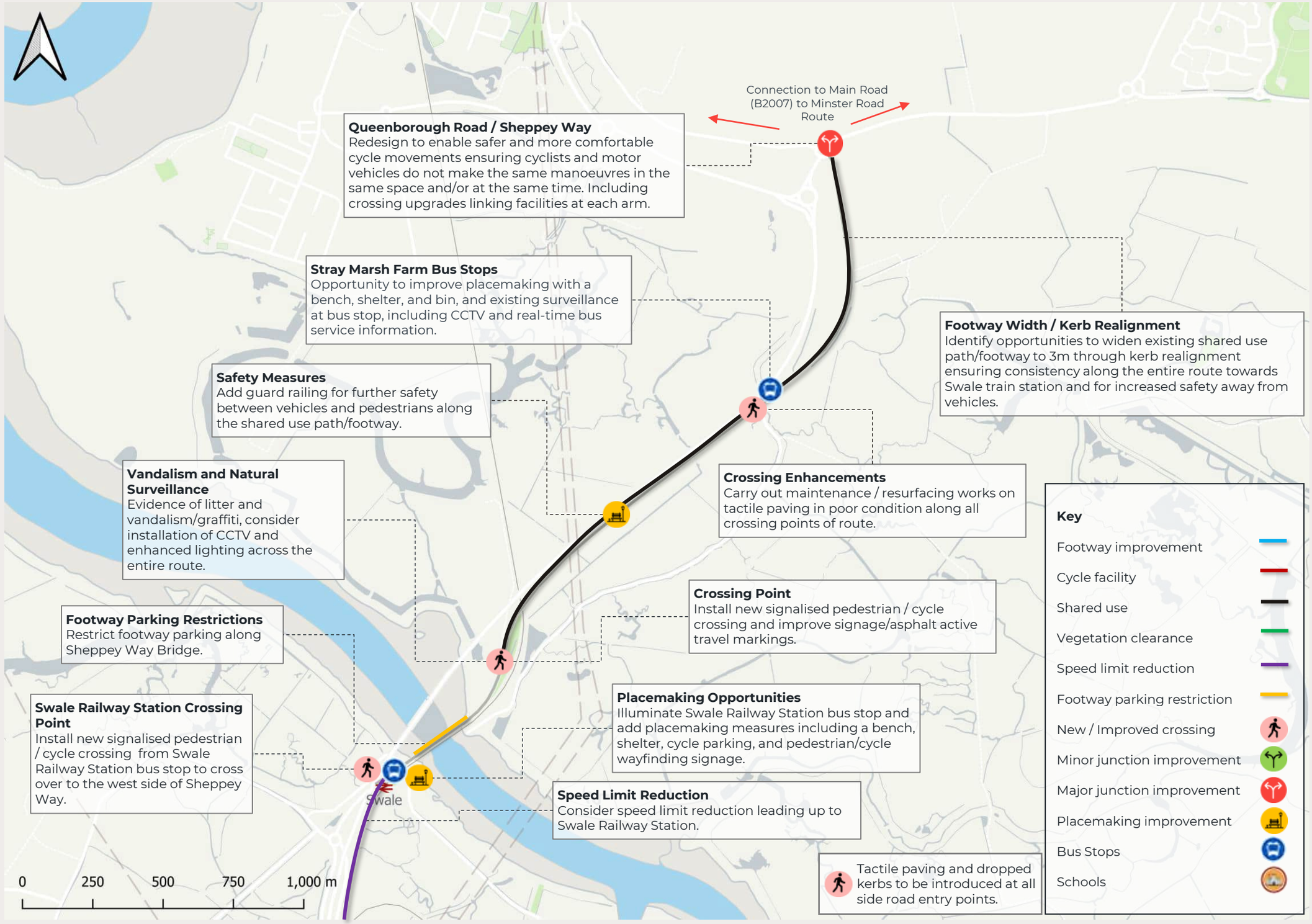

Figure 58 : Swale Railway Station to Queenborough Road (A2500)

Sheerness Town Centre - CWR10

Figure 59 : Sheerness Town Centre

Route CWR7 - Sheppey Light Railway Greenway

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LEGEND

- CWR7 - Sheppey Light Railway Greenway
- CWR7 - Subject to Land Owner Permission

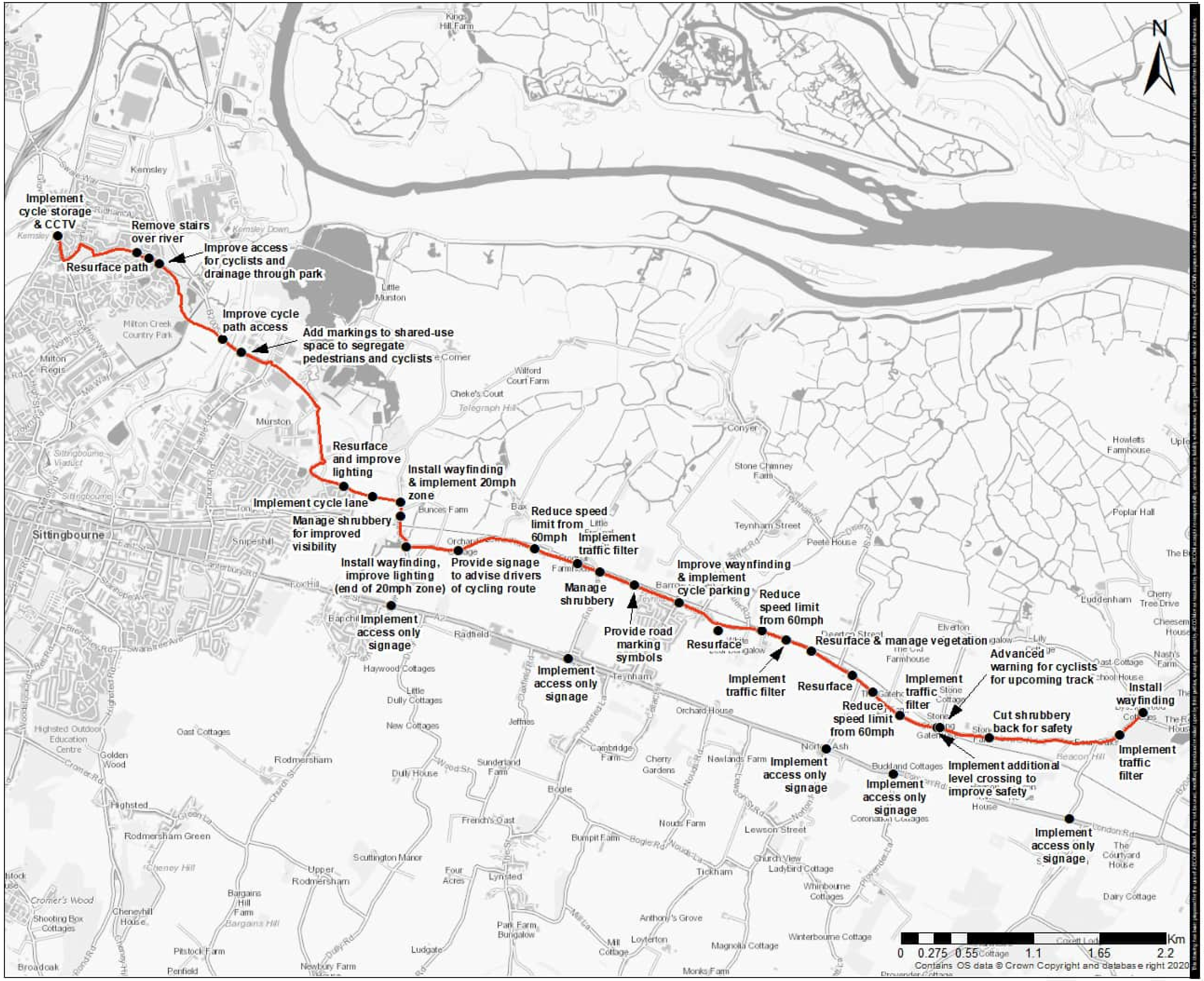
Initial interventions shown on the original map on the next page

NOTES


Isle of Sheppey Strategic Cycling and Active Travel Routes
Proposed route of the Sheppey Greenway utilising sections of the former railway where practical, negotiating new field edge routes and traffic calming in selected urban areas.
Sheppey Light Railway Greenway with Greenways and Cycleroutes June 24
SHEERNESS
A new link beside the main road to Halfway is planned
Space for segregated cycle track
Academy Link
Road Enhancement
SLRG Group widened & exposed track-bed. Footpath needs upgrading to Cycle Track
Crossing improvement
Crossing
Crossing
Quiet Way
Crossing
Crossing
Donkey Hill PROW resurfacing...
Missing Link
Road Enhancements
Road Enhancements
s278 3m shared path being built
Developer funded track (possible)
Developer funded track (possible)
Shared Path (needs work)
Cowstead Corner Cycle Track
Although the old railway alignment gives a much easier gradient, its course is completely lost to agriculture . Following behind the hedges to Eastchurch does involve more of a climb but it serves that community
Crossing
Crossing
Minster
Halfway Houses
Eastchurch
Warden
Leysdown-on-Sea
SHEPPEY

Appendix D - Rural Swale Cycling Routes and Interventions

Route CR1 - Kemsley to Faversham



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LEGEND

- Study Area
- Route 1 - Kemsley to Faversham
- Cycling Interventions

NOTES

Route CR8 - Sittingbourne to Rainham

Implement wayfinding and undertake lighting assessments

Implement wayfinding to station

Segregated cycle lane along A2 between Rainham and Sittingbourne Stations

Improvements to accomodate conflict-free movements for cyclists at the Key Street Roundabout

Install toucan crossing

Junction improvements & wayfinding

Install one-way cycle lane or shared-use path

Sittingbourne

0 0.28 0.55 1.1 1.65 2.2 Kilometers

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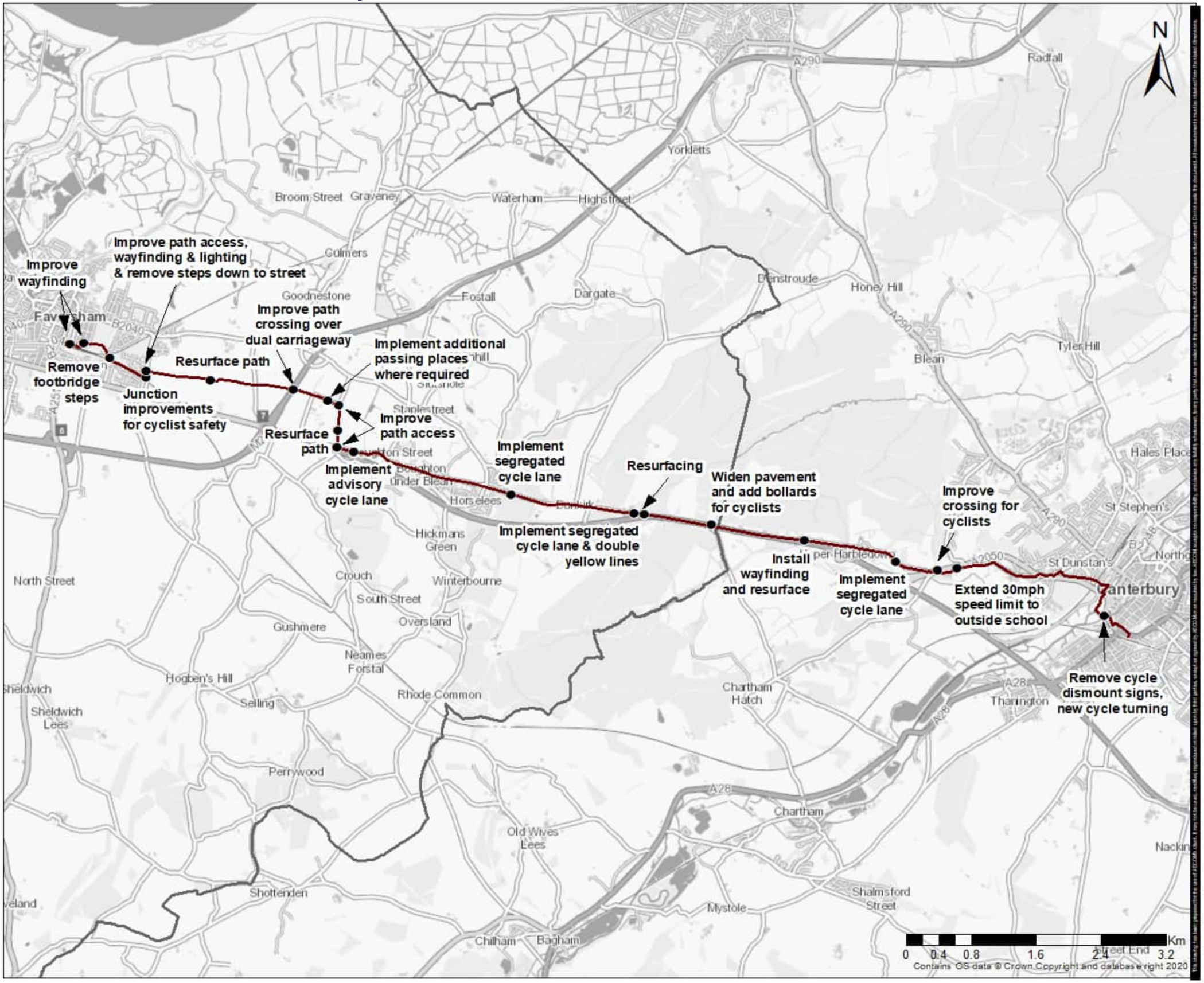
LEGEND

- CR8 - Sittingbourne to Rainham
- Cycling Interventions
- Cycling Interventions Added After Public Consultation

NOTES

Route CR9 - Faversham to Canterbury



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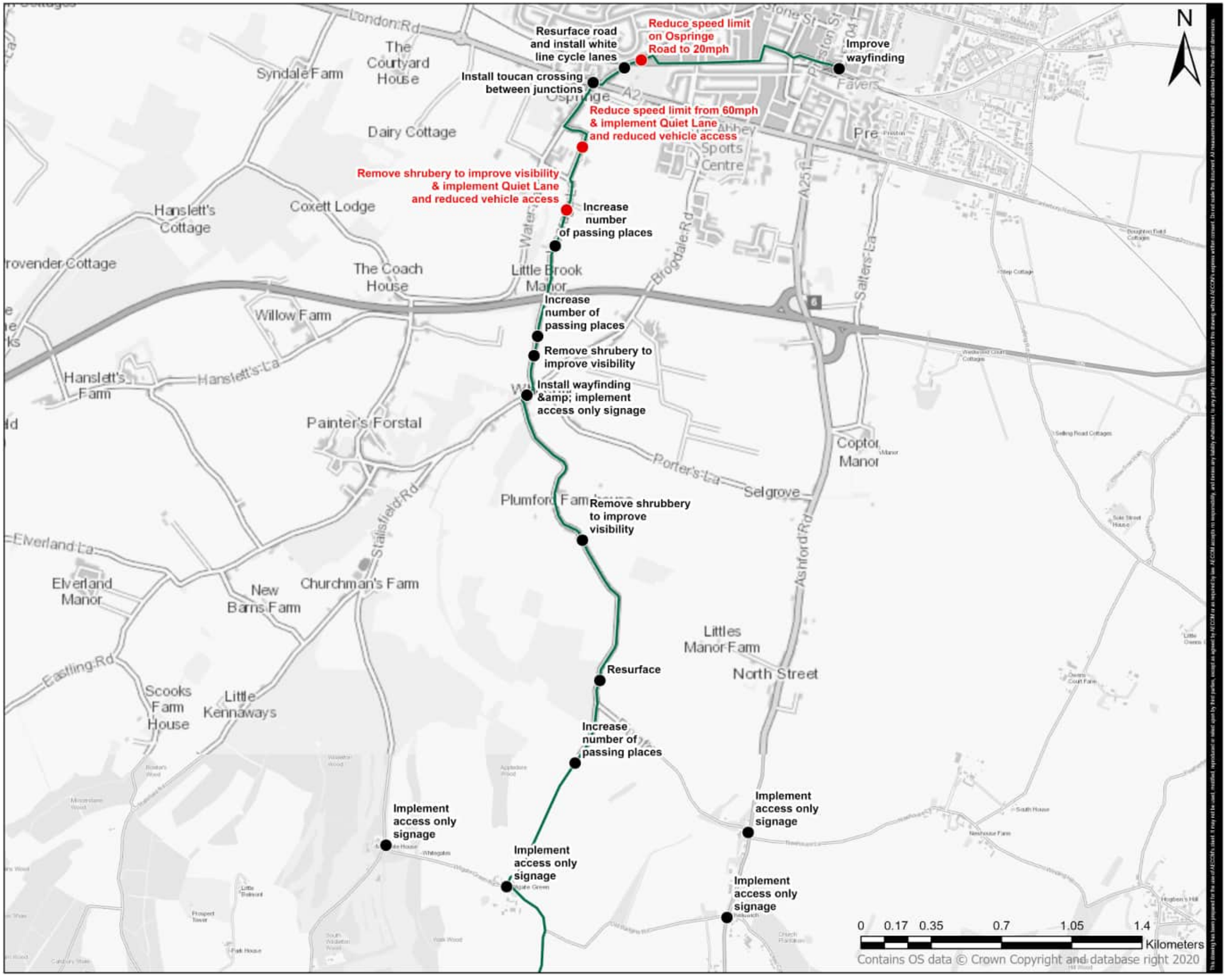
LEGEND

- Route 9 - Faversham to Canterbury
- Cycling Interventions

NOTES

Route CR10 - Ashford to Faversham



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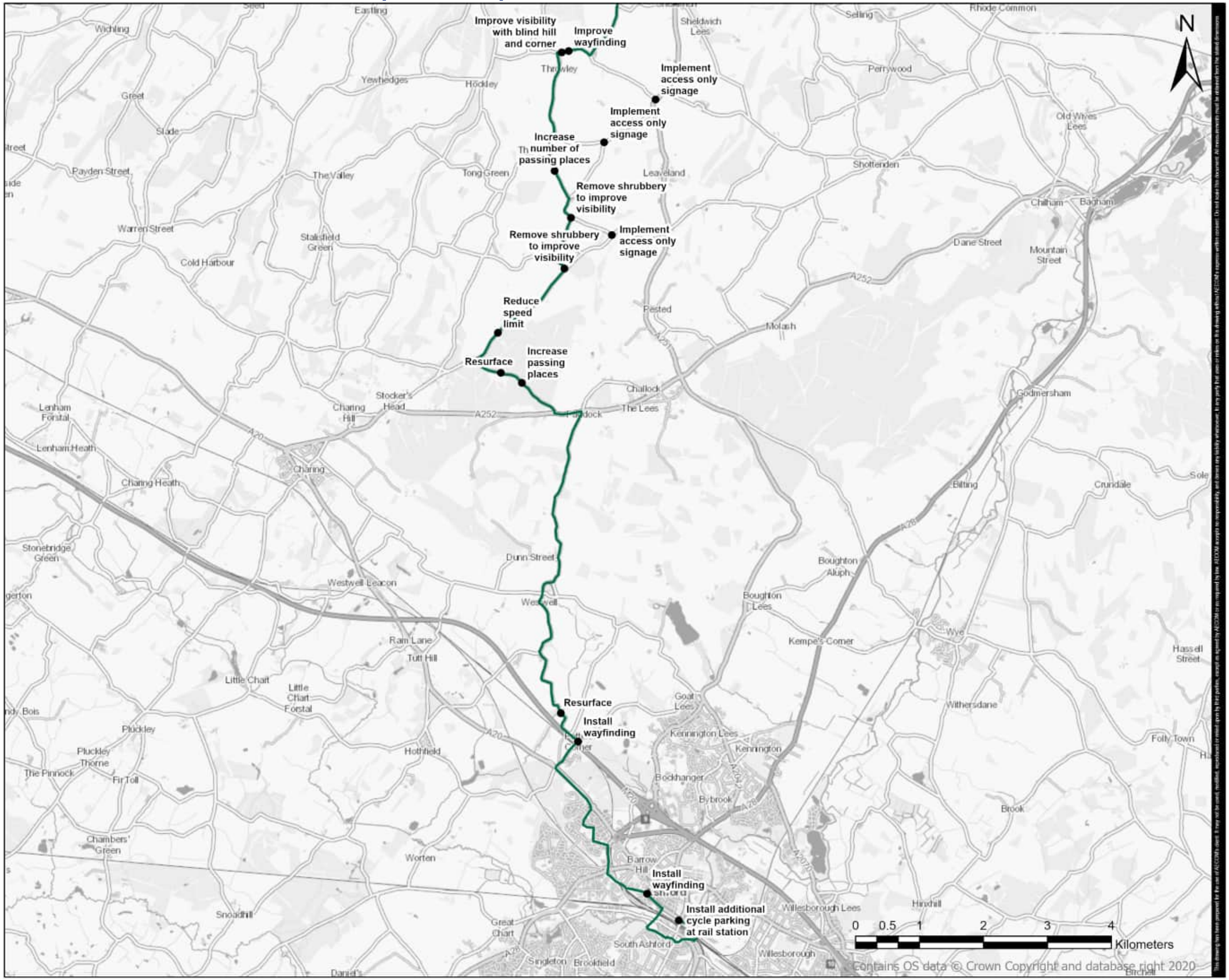
LEGEND

- CR10 - Ashford to Faversham
- Cycling Interventions
- Cycling Interventions Added After Public Consultation

NOTES

Route CR10 - Ashford to Faversham (continued)



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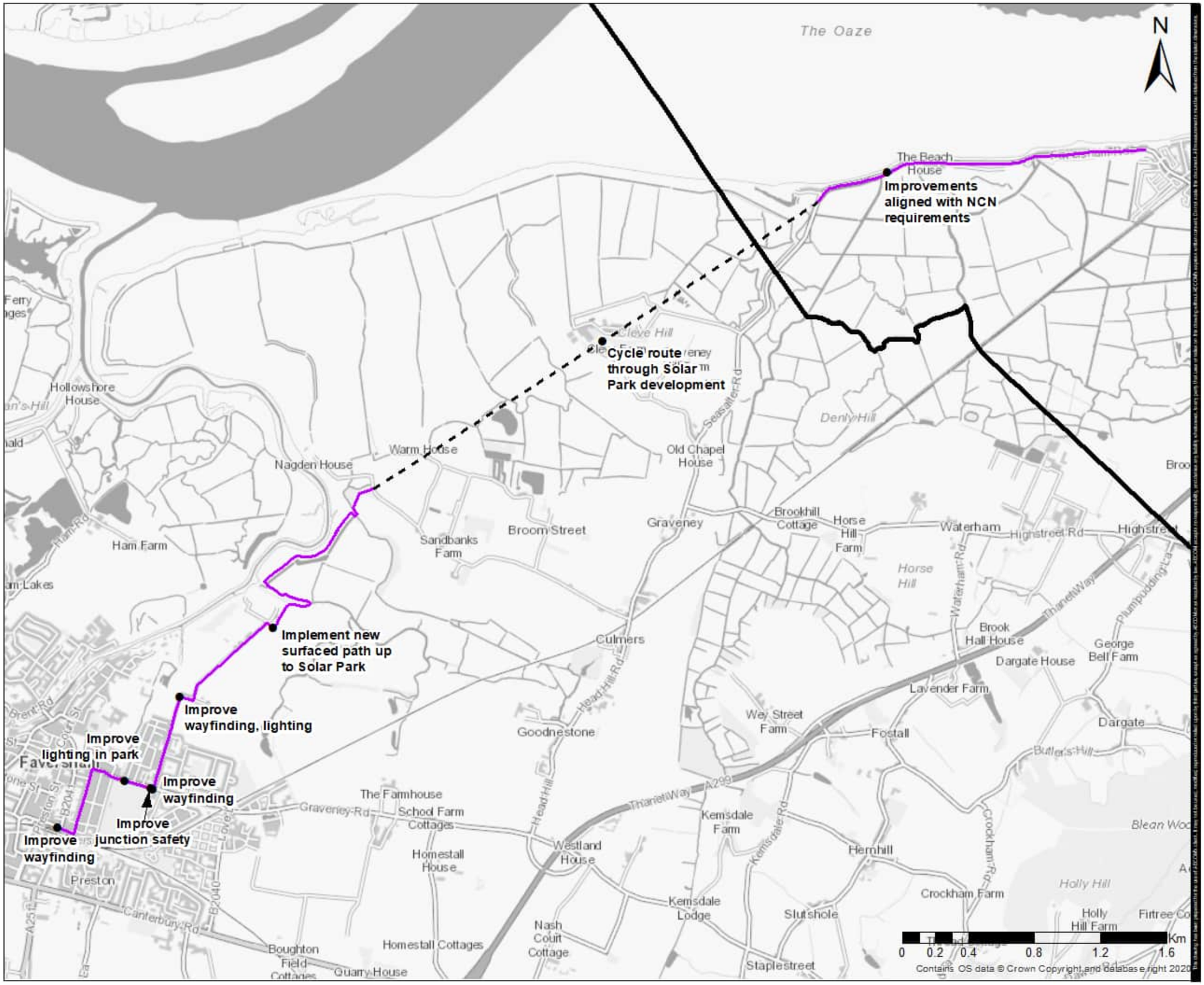
LEGEND

- CR10 - Ashford to Faversham
- Cycling Interventions

NOTES

Route CR11 - Faversham to Whitstable



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LEGEND

- Study Area
- Route 11 - Faversham to Whitstable
- Route 11 - Faversham to Whitstable (alignment TBC)
- Cycling Interventions

NOTES

Appendix E - Network Planning for Walking - Methodology

Network Planning for Walking and Wheeling

Walking and Wheeling Zones

Developing the walking and wheeling network involved mapping the key trip generators. This stage focuses on the key sites which generate **significant pedestrian demand** among the high number of destinations across Swale. These included:

- Education sites with over 500 pupils
- Town centres
- Healthcare sites
- Retail sites
- Employment sites
- Community/ Leisure sites
- Key transport interchanges
- Planned/ committed developments

After identifying and mapping the key trip generators, **walking isochrones** representing an approximate 15-minute walk were drawn. Overlapping isochrones were then used identify areas with the **highest density** of key destinations. **Core walking zones** (CWZ) (400m buffers) and **walking zones** (2km buffers) were drawn around areas with multiple overlapping key destinations. This analysis is shown in Figure 4-2.

As Figure 4-3 illustrates, walking and wheeling zones were identified in Faversham, Sittingbourne, and on the Isle of Sheppey. Only the zones in Sittingbourne and Leysdown were taken forward to the route selection process because of the completed/ in progress LCWIPs in Swale.

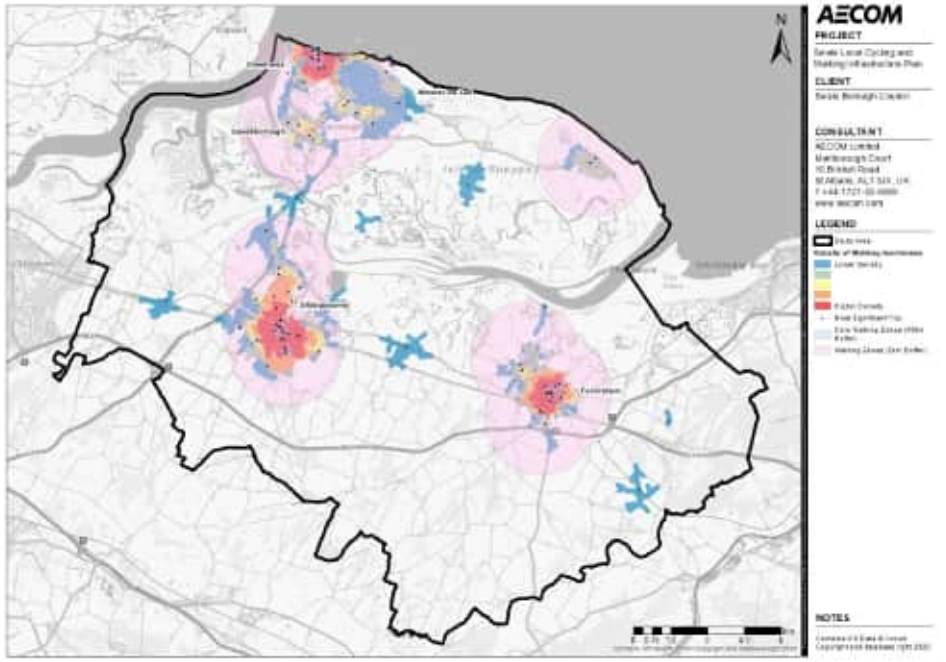


Figure 4-2: Density of Key Trip Attractors - Walking Isochrones

Figure 4-3: Identified Walking and Wheeling Zones

Network Planning for Walking and Wheeling

Route Selection

Converting the CWZs into routes for inclusion in LCWIPs is an iterative process and, along with the route selection for cycling routes, is one of the most important elements of the LCWIP process. The objective was to identify walking and wheeling routes that meet **core design outcomes** to create a **coherent**, **direct**, **safe**, **comfortable**, and **attractive** walking and wheeling network and which connect to the existing network and key destinations.

The identified CWZs and the existing walking and wheeling infrastructure serving them within the 2km buffer zones, were taken into consideration to identify walking and wheeling routes that would **bridge gaps** in the existing network and create a **continuous** and **seamless** walking and wheeling **network**.

The routes were developed from data analysis conducted up to this point, informed by various data sources, such as the existing active travel network and Google Maps data. They also aligned with Kent County Council's Public Rights of Way (PRoW) Improvement Plan.

Stakeholder Engagement

Swale LCWIP

The identified walking and wheeling network was presented to local stakeholders to gather feedback on the identified network.

Overall, the stakeholders welcomed the identified walking and wheeling routes and used their local knowledge to make some suggestions such as altering the alignment of proposed routes or ensuring the proposed improvements contribute to creating safer, more direct walking and wheeling routes.

Sheppey Towns LCWIP

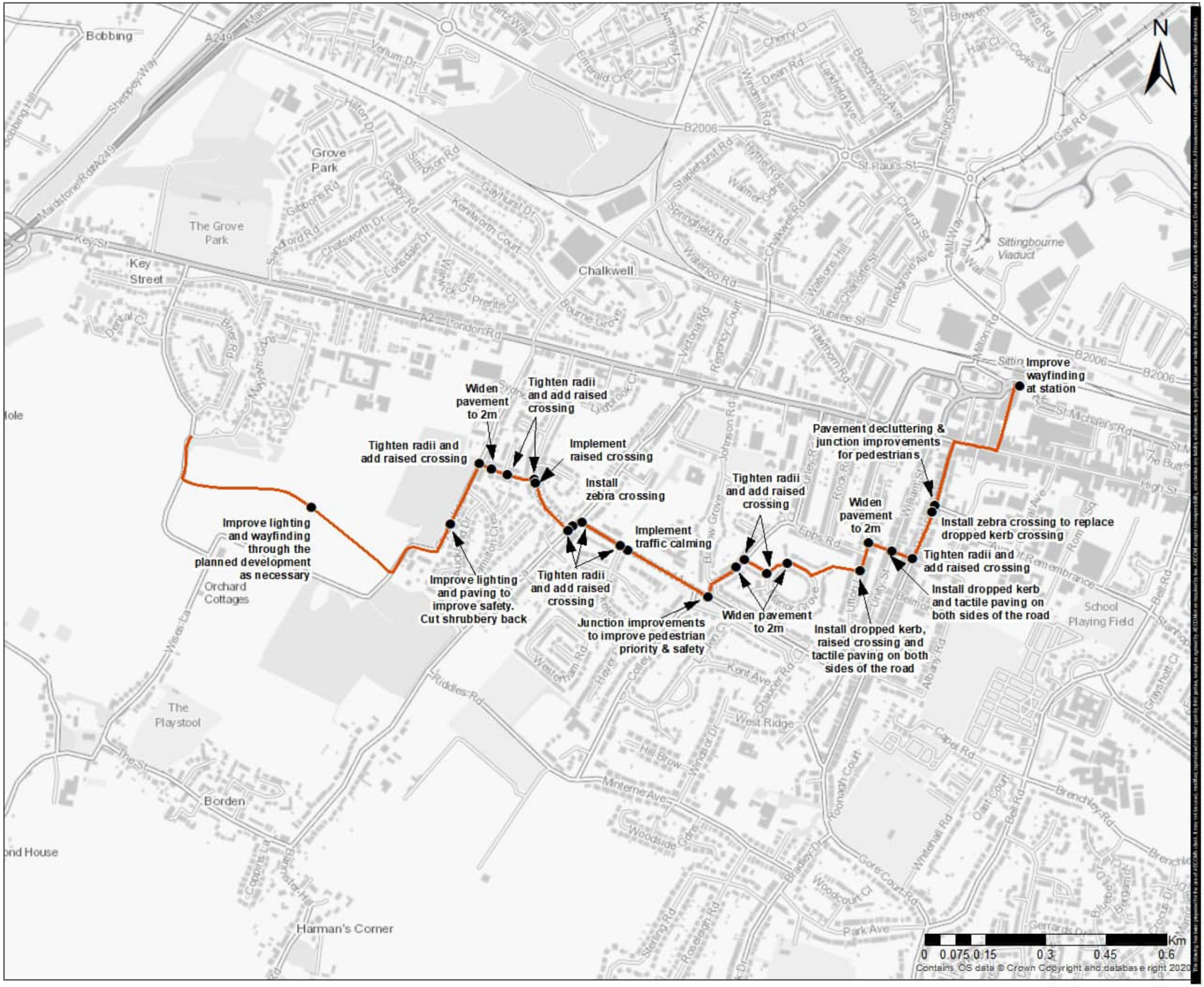
The stakeholder engagement which was undertaken for the Sheppey Towns LCWIP was detailed on Page 16 of this report.

The integrated Swale LCWIP walking and wheeling network is presented for each of the four study areas, as follows:

- **Sittingbourne** - identified as part of this analysis and presented in Figure 4 -4.
- **Faversham** - identified as part of Faversham LCWIP and presented in Figure 4-5.
- **Sheppey Towns** - identified as part of draft Sheppey Towns LCWIP and presented in Figure 4-6.
- **Rural Swale** - there were no routes identified in rural Swale.

Appendix F - Sittingbourne Walking and Wheeling Routes and Interventions

Route WR2 - Sittingbourne Station to SW Developments



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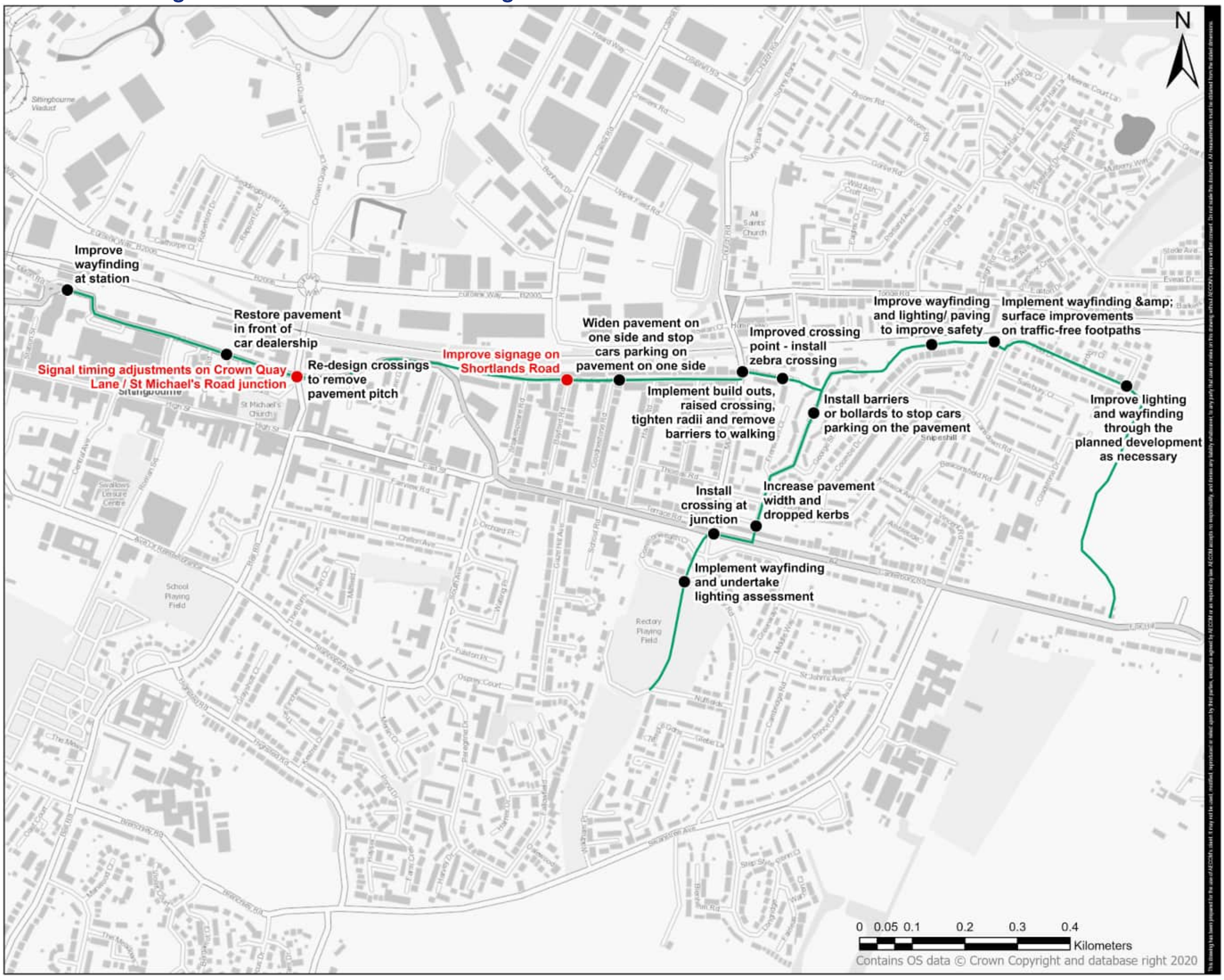
LEGEND

- Study Area
- Route 2 - Sittingbourne Station to SW Developments
- Walking Interventions

NOTES

Route WR3 - Sittingbourne Station to East Sittingbourne



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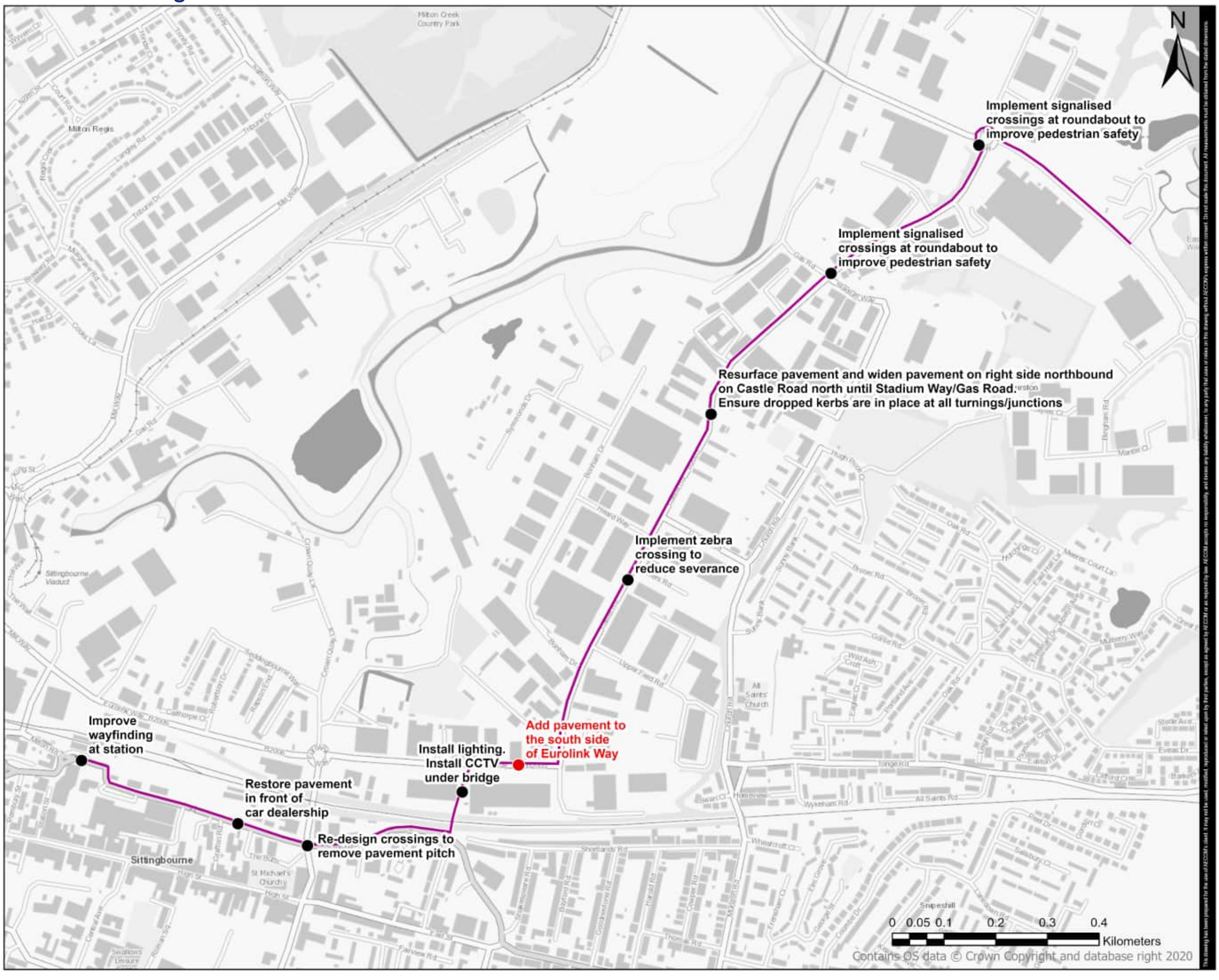
LEGEND

- WR3 - Sittingbourne Station to East Sittingbourne
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Route WR4 - Sittingbourne Station to Eurolink Business Park



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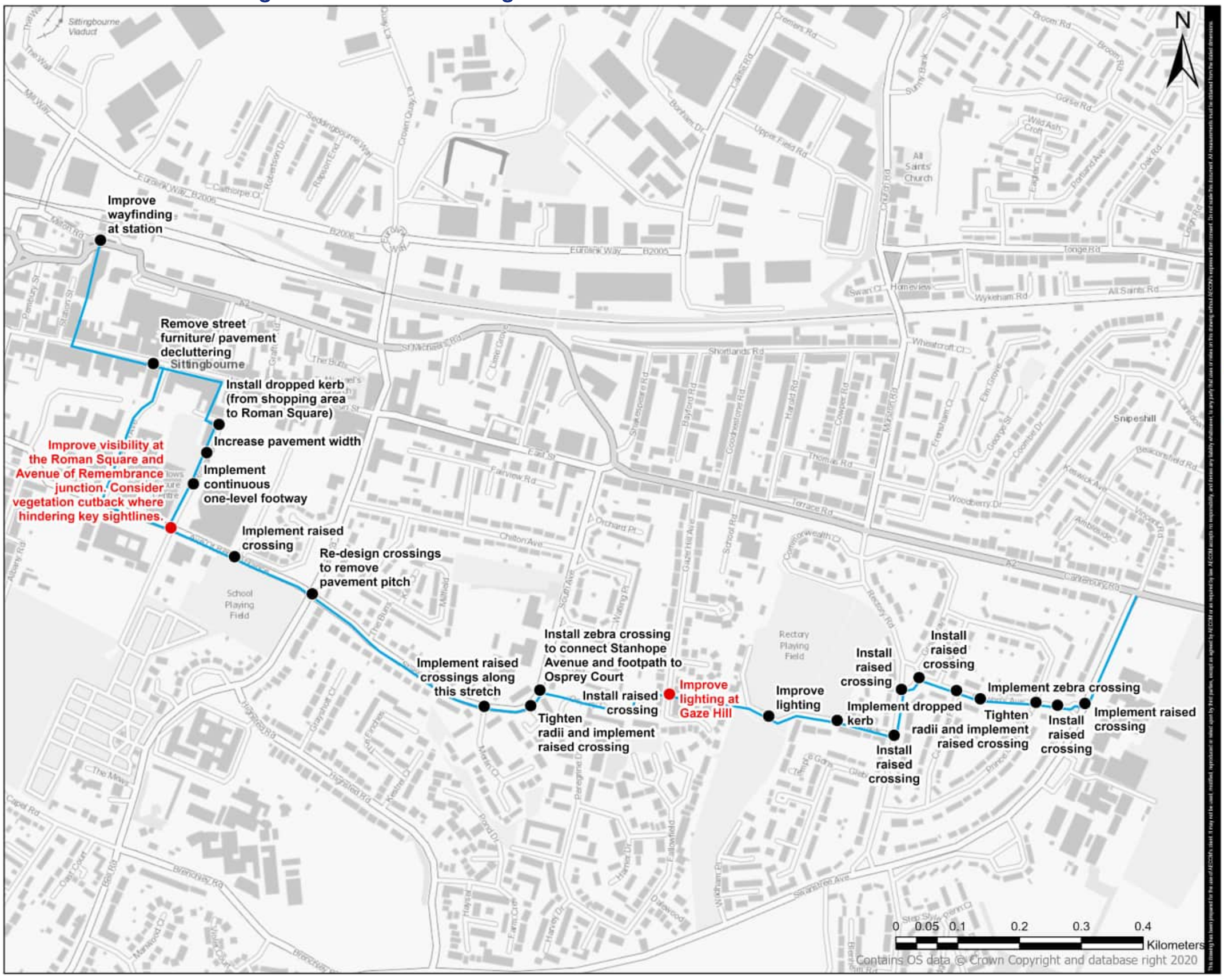
LEGEND

- WR4 - Sittingbourne Station to Eurolink Business Park
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Route WR5 - Central Sittingbourne to East Sittingbourne



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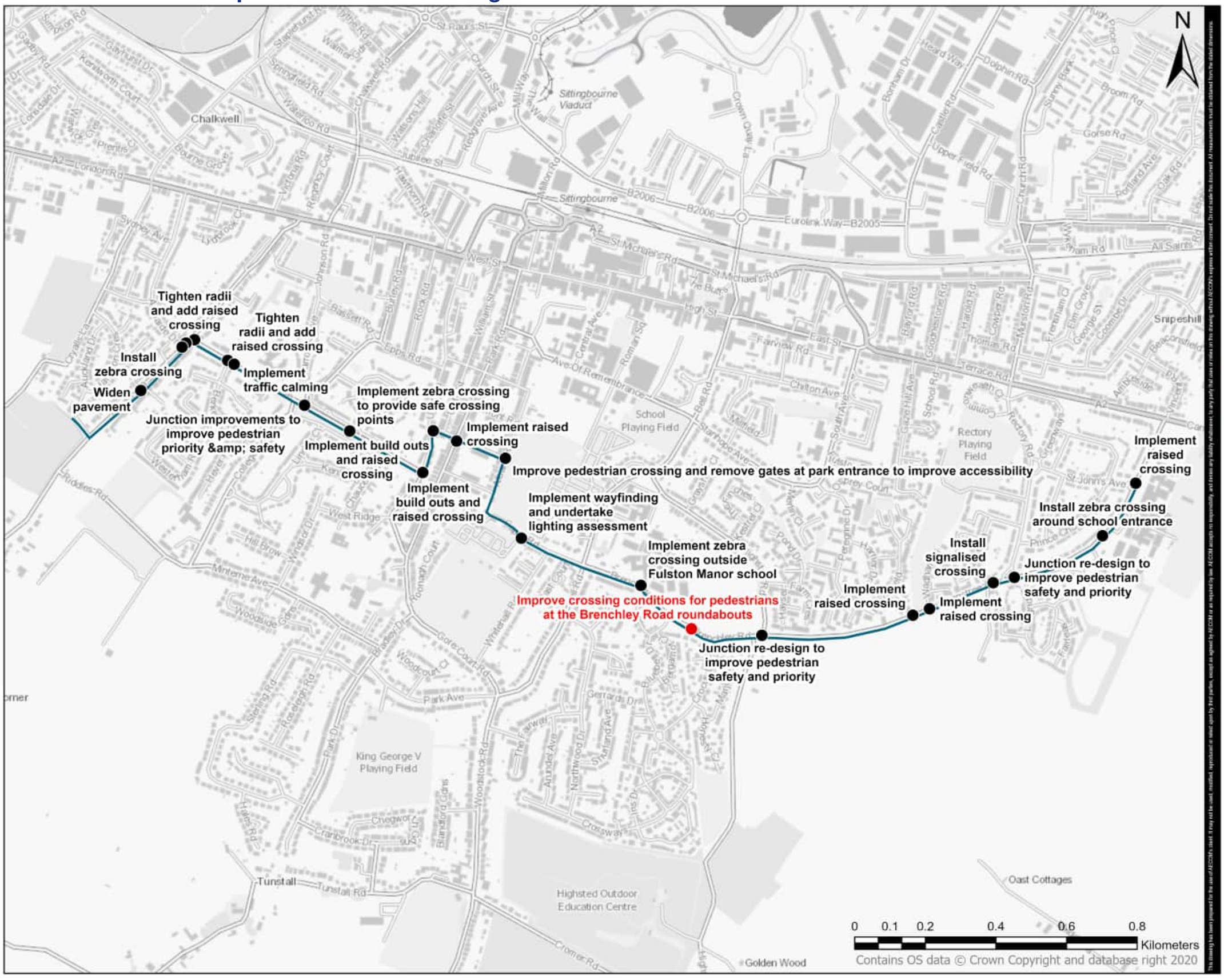
LEGEND

- WR5 - Central Sittingbourne to East Sittingbourne
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Route WR6 - SW Developments to South Sittingbourne



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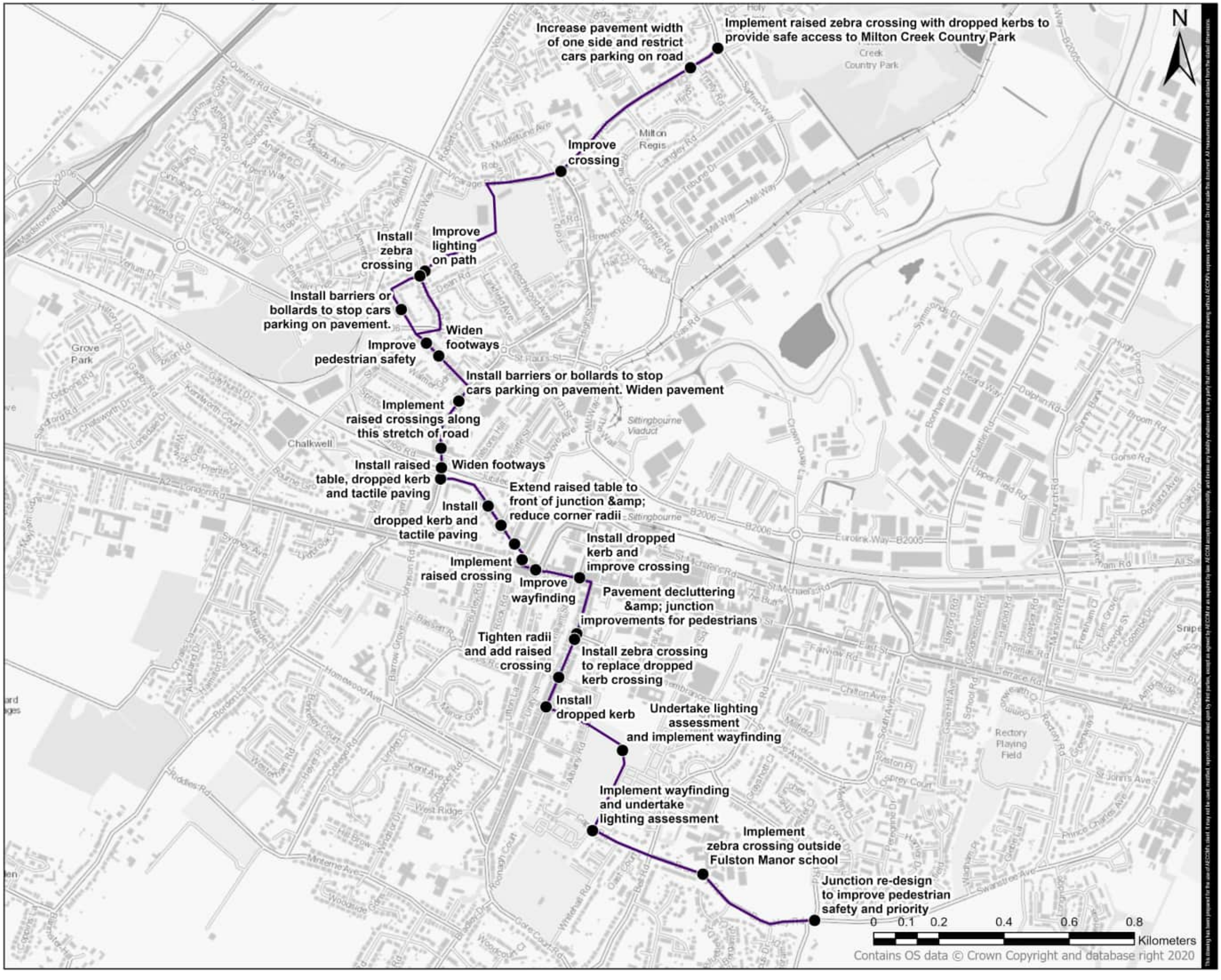
LEGEND

- WR6 - SW Developments to South Sittingbourne
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Route WR7 - South Sittingbourne to Milton Creek Country Park



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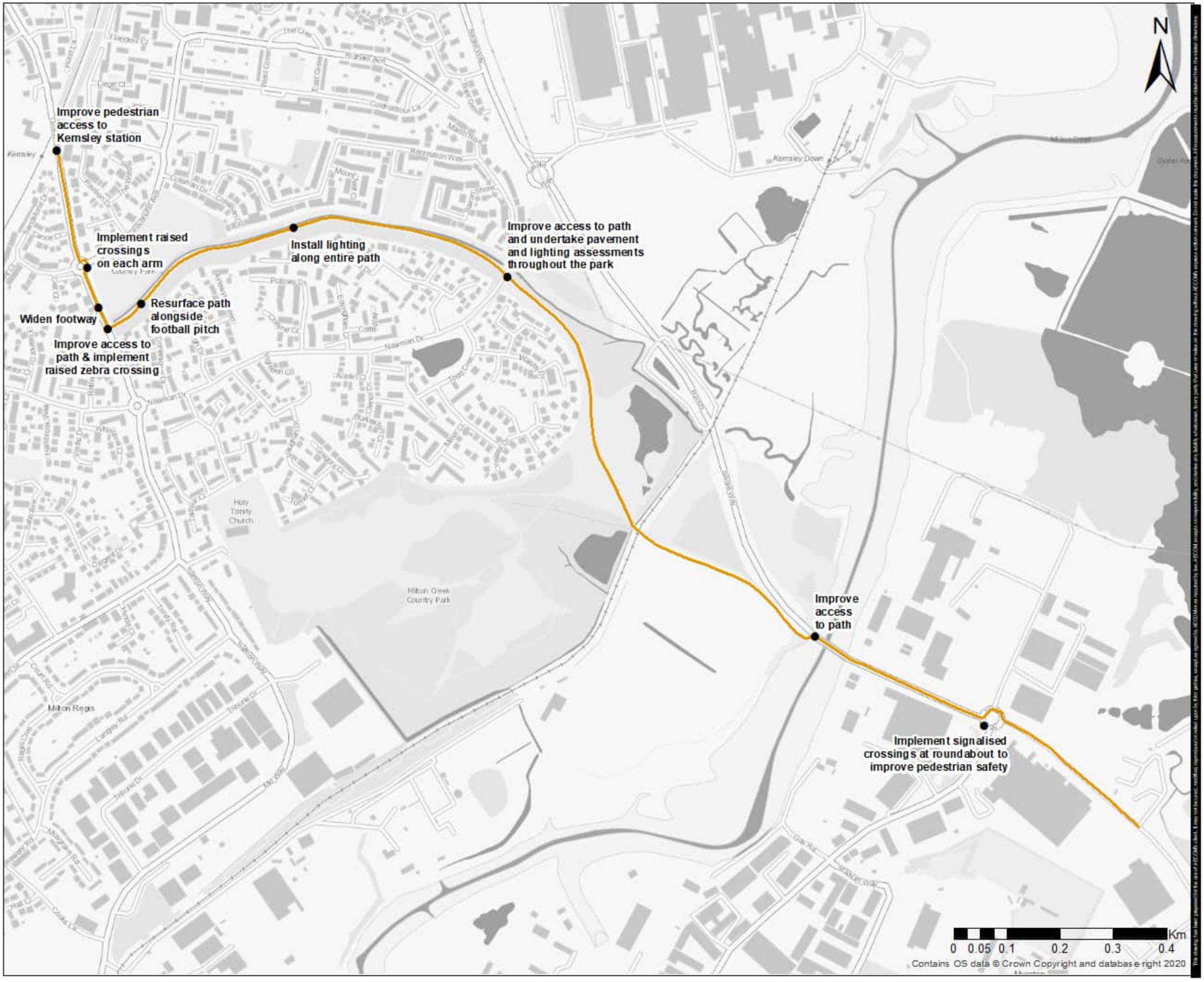
LEGEND

- WR7 - South Sittingbourne to Milton Creek Country Park
- Walking Interventions

NOTES

Route WR8 - Kemsley to Eurolink Business Park



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LEGEND

- Study Area
- Walking Interventions
- Route 8 - Kemsley to Eurolink Business Park

NOTES

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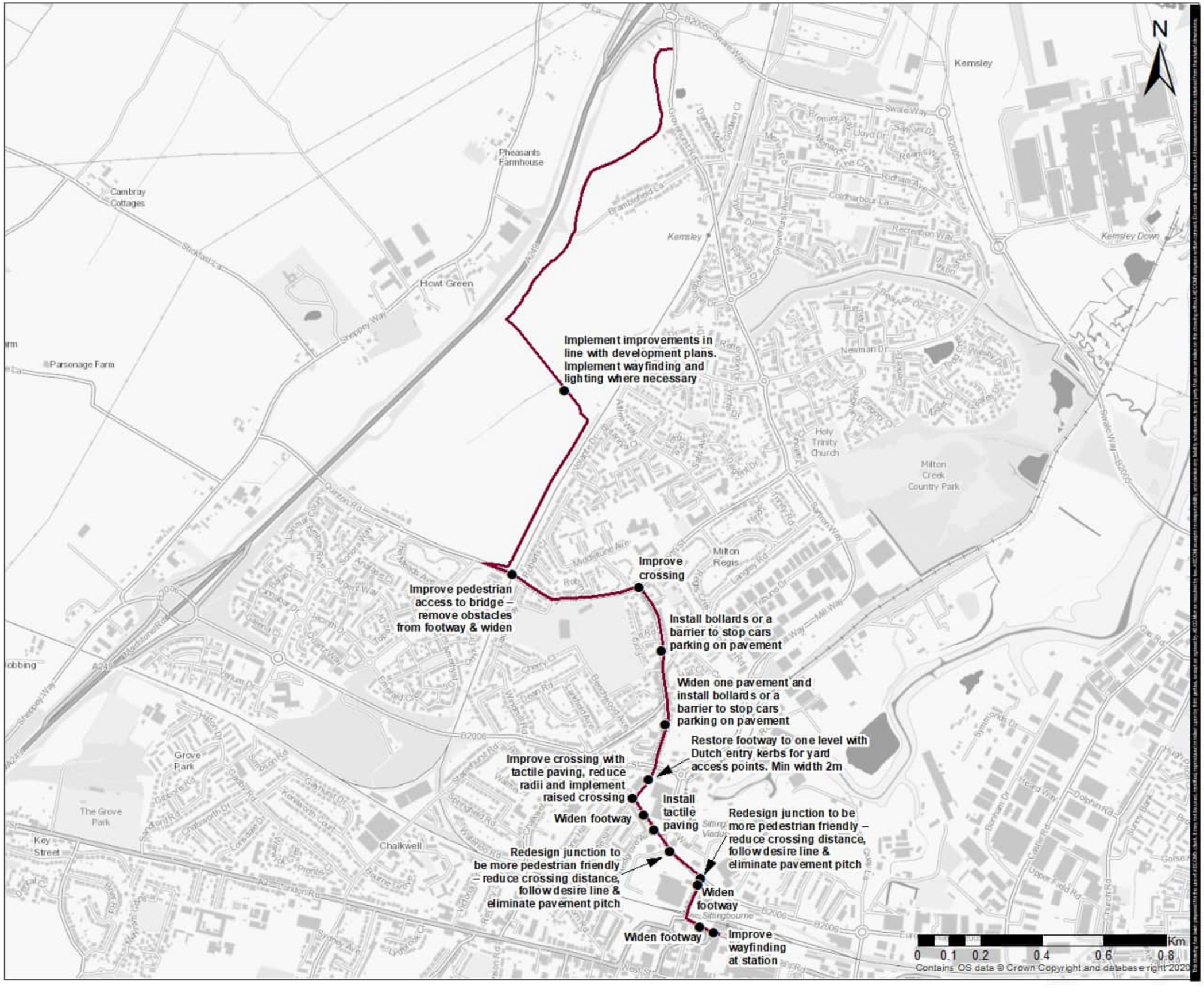
Route WR9 - NW Development to Sittingbourne Station



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LEGEND

- Study Area
- Route 9 - NW Development to Sittingbourne Station
- Walking Interventions

NOTES

Route WR10 - Kemsley to Iwade

Implement zebra crossing outside Iwade school

Improve wayfinding along entire route

Improve security by implementing lighting and CCTV

Reduce corner radii and implement raised crossing

Improve lighting on path

Install safe crossing and wider pavement

Install safe crossing and wider pavement

Increase pavment width and remove shrubbery to assist with this

Reduce speed limit (currently 60mph)

Upgrade crossing to toucan crossing

Install zebra crossing

Create parking bay with footway at a minimum of 2m

Junction improvements: raised table, reduce crossing distances, reflect desire lines, zebra/parallel crossing over major road & informal crossings on minor roads

Implement raised crossing, reduce radii, widen footway & implement double yellow lines

Improve pedestrian access to Kemsley station

N

0 0.05 0.1 0.2 0.3 0.4 Kilometers

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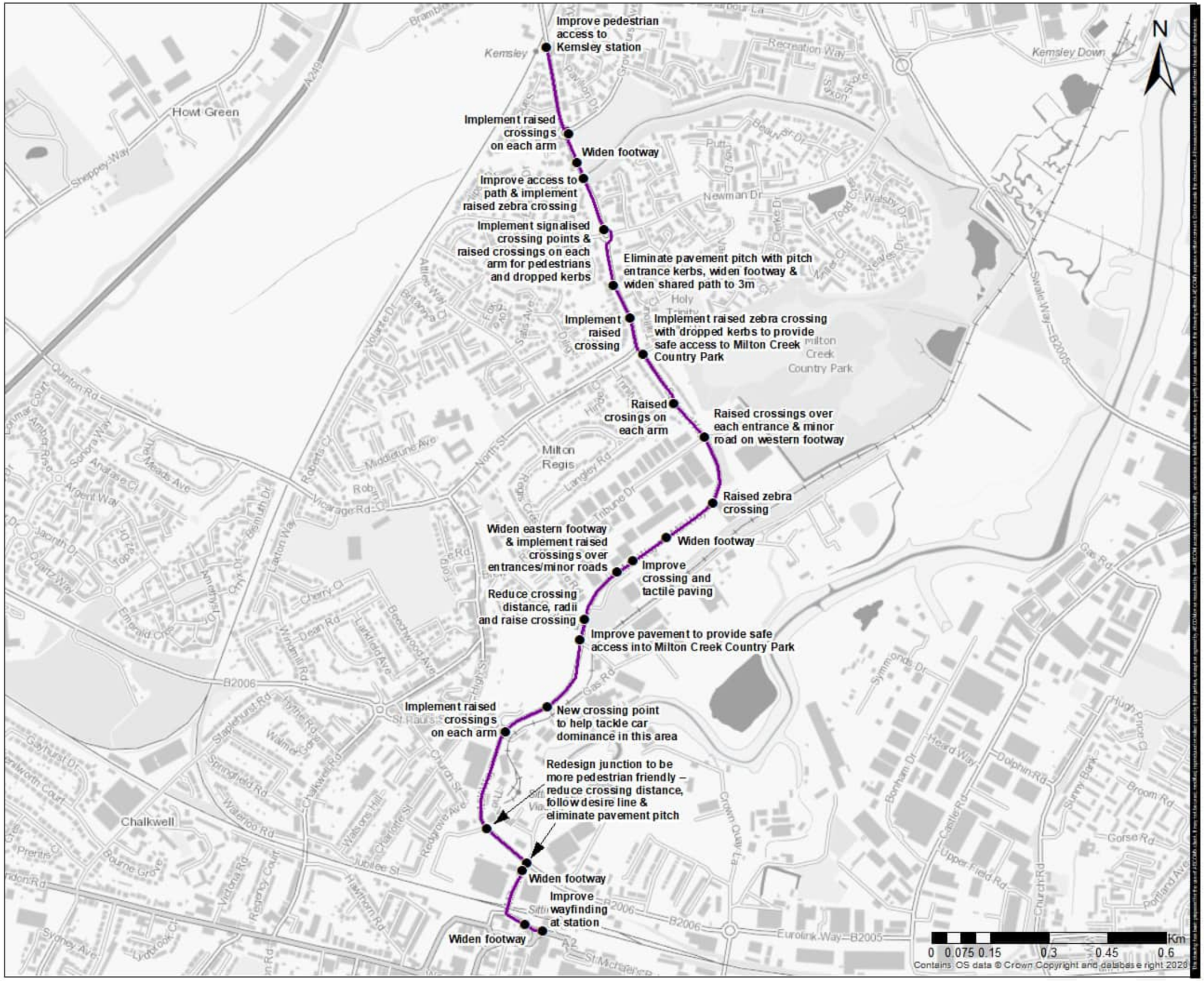
LEGEND

- WR10 - Kemsley to Iwade
- WR10 - Kemsley to Iwade (alignment TBC)
- Walking Interventions
- Walking Interventions Added After Public Consultation

NOTES

Route WR11 - Kemsley to Sittingbourne Station



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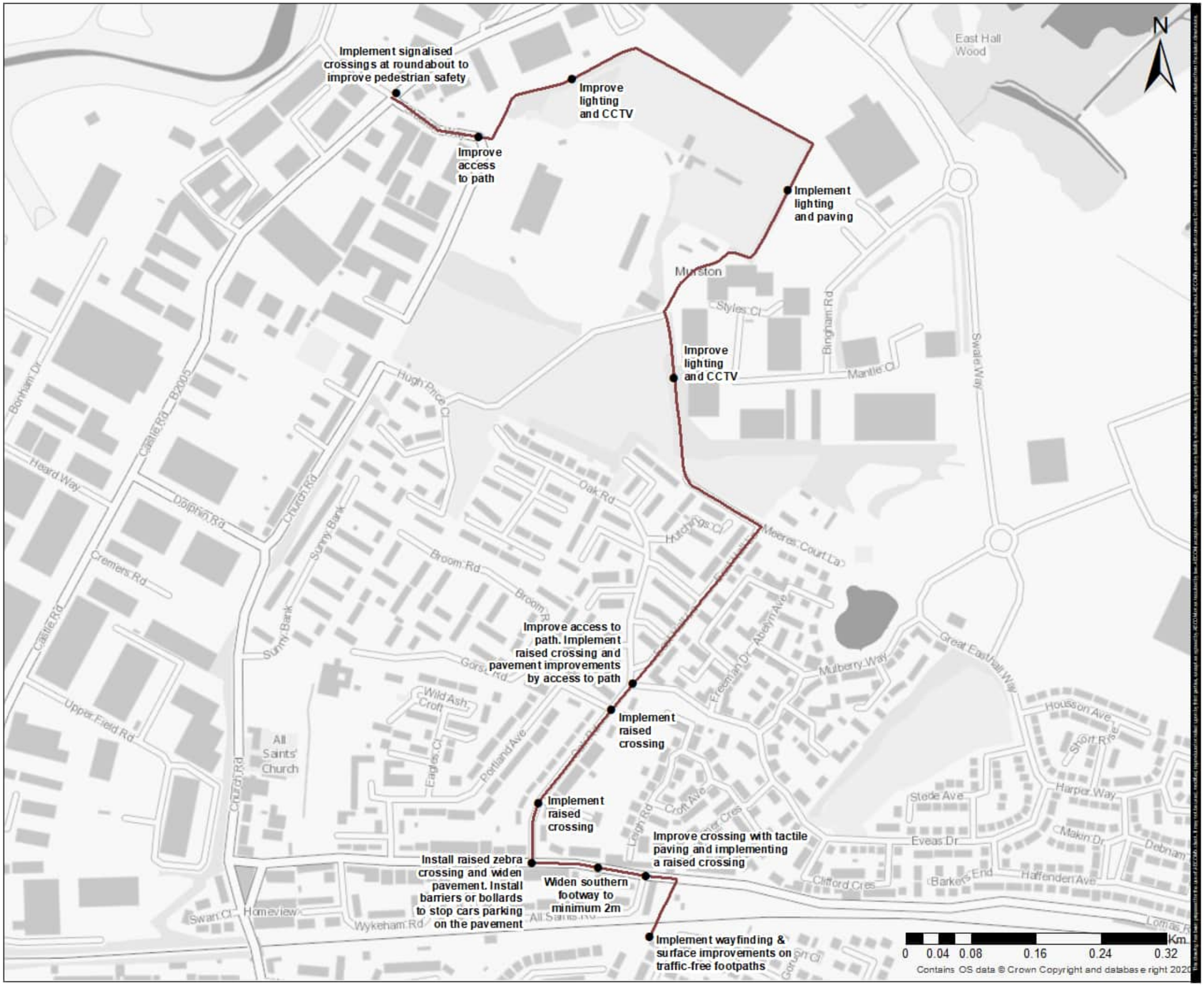
LEGEND

- Study Area
- Route 11 - Kemsley to Sittingbourne Station
- Walking Interventions

NOTES

Route WR12 - North to South Murston



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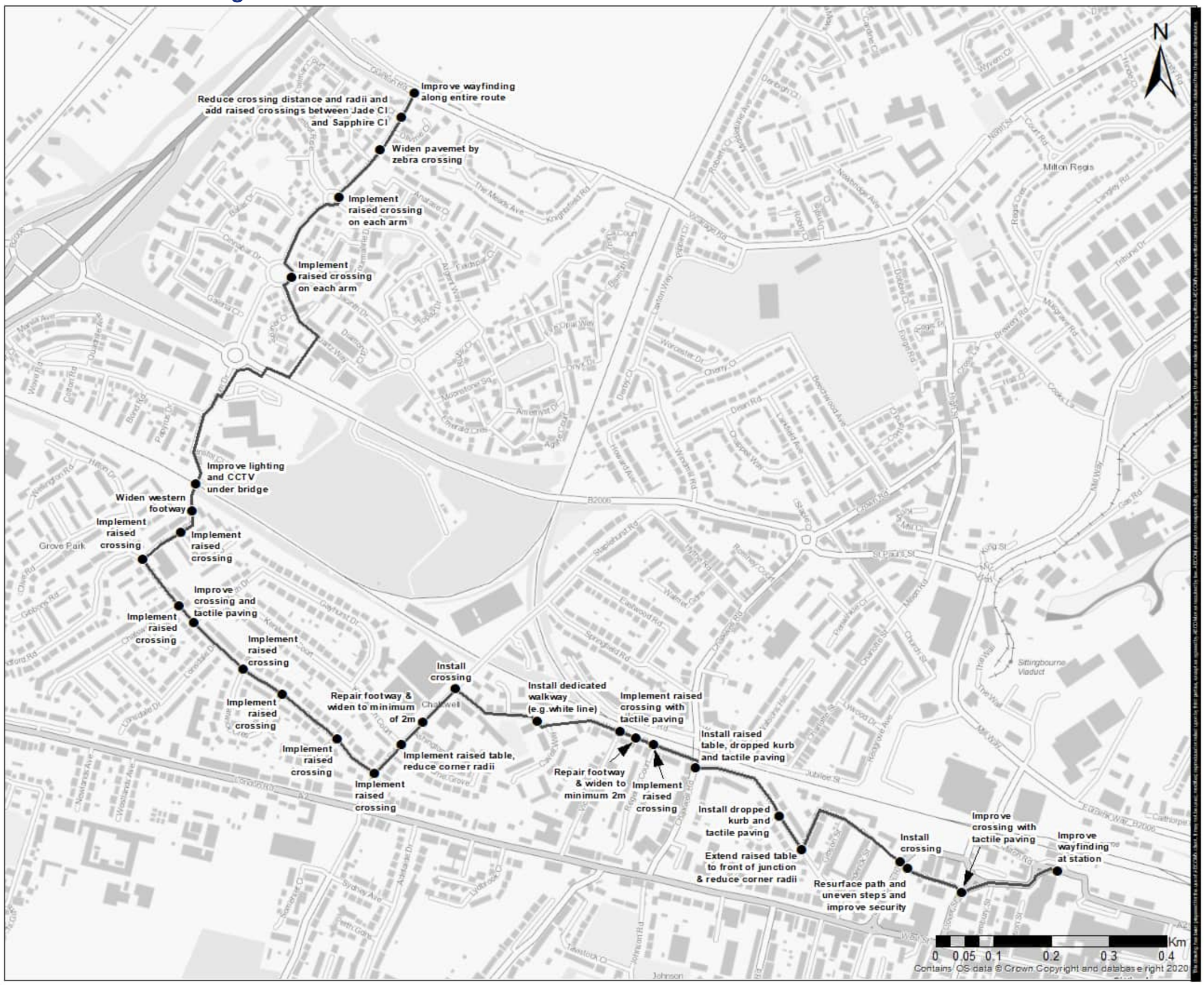
LEGEND

- Study Area
- Walking Interventions
- Route 12 - North to South Murston

NOTES

Route WR13 - West Sittingbourne



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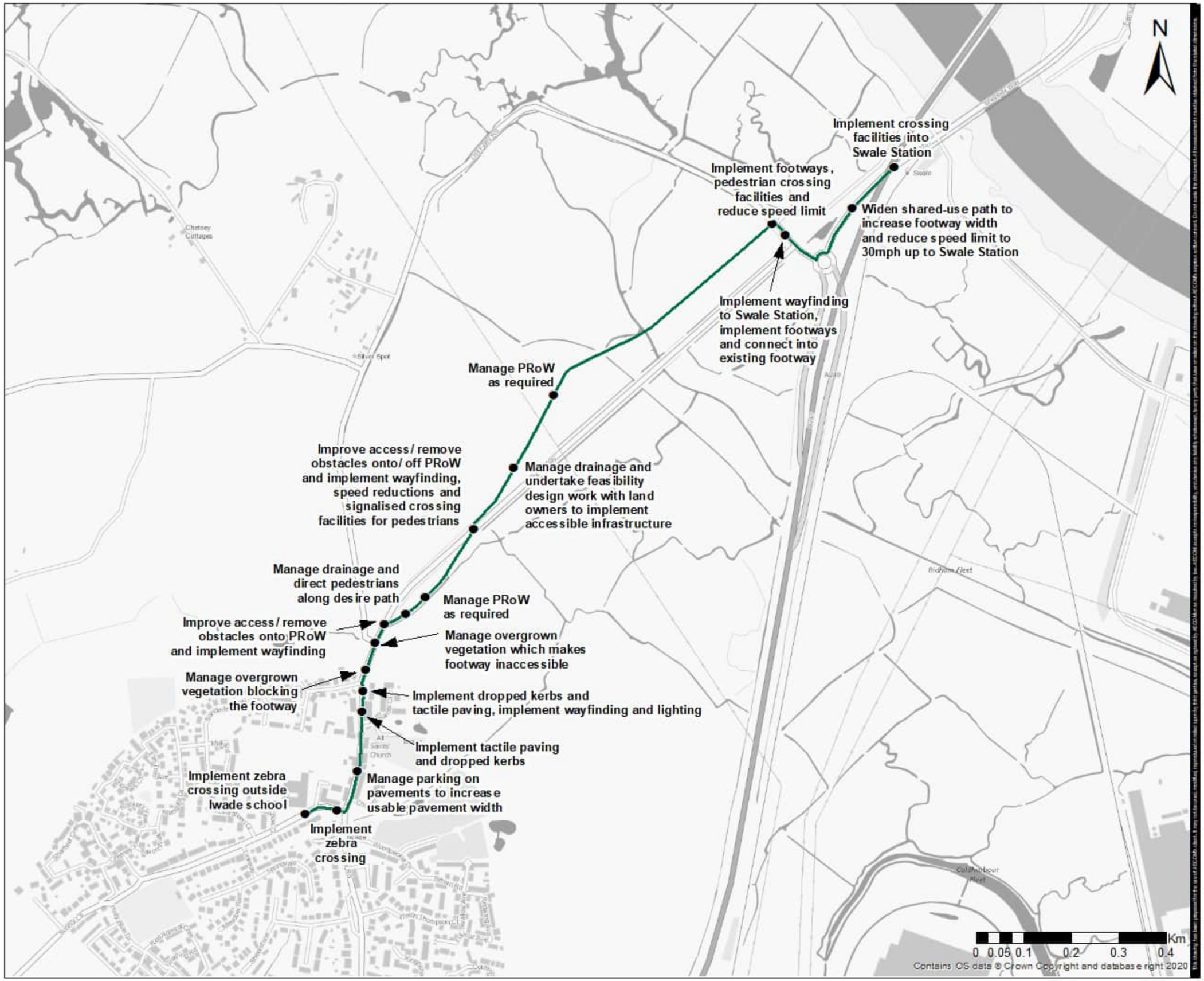
LEGEND

- Study Area
- Route 13 - West Sittingbourne
- Walking Interventions

NOTES

Route WR14 - Iwade to Swale Station



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LEGEND

- Walking Interventions
- WR14 - Iwade to Swale station

NOTES

Appendix G - Isle of Sheppey Active Travel and Walking and Wheeling Routes and Interventions

The Broadway - CWR9

Figure 50 : The Broadway

Interventions Added After Public Consultation

Main Road (B2007) to Minster Road - CWR8

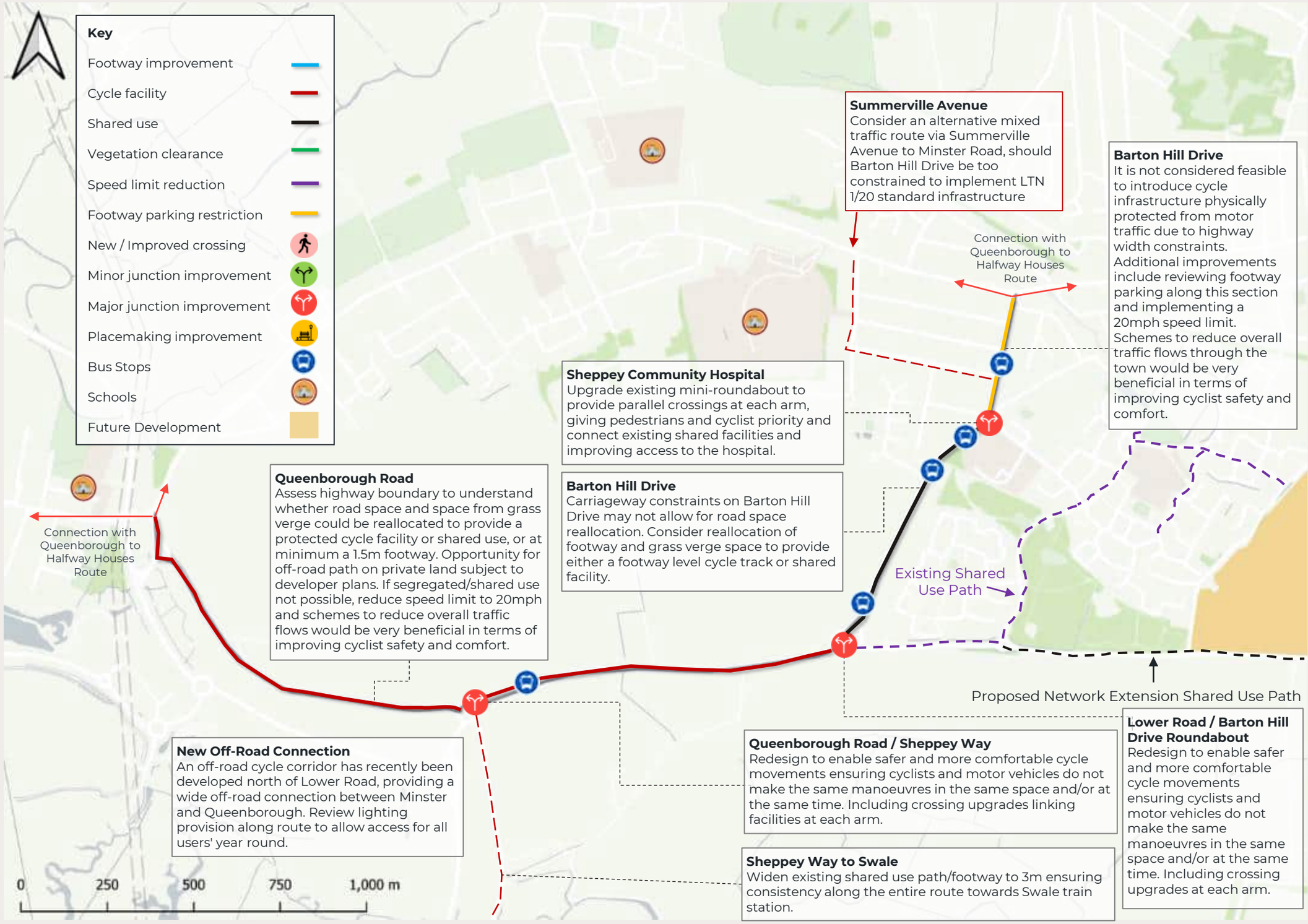

Figure 51 : Main Road (B2007) to Minster Road

Power Station Road - CWR7

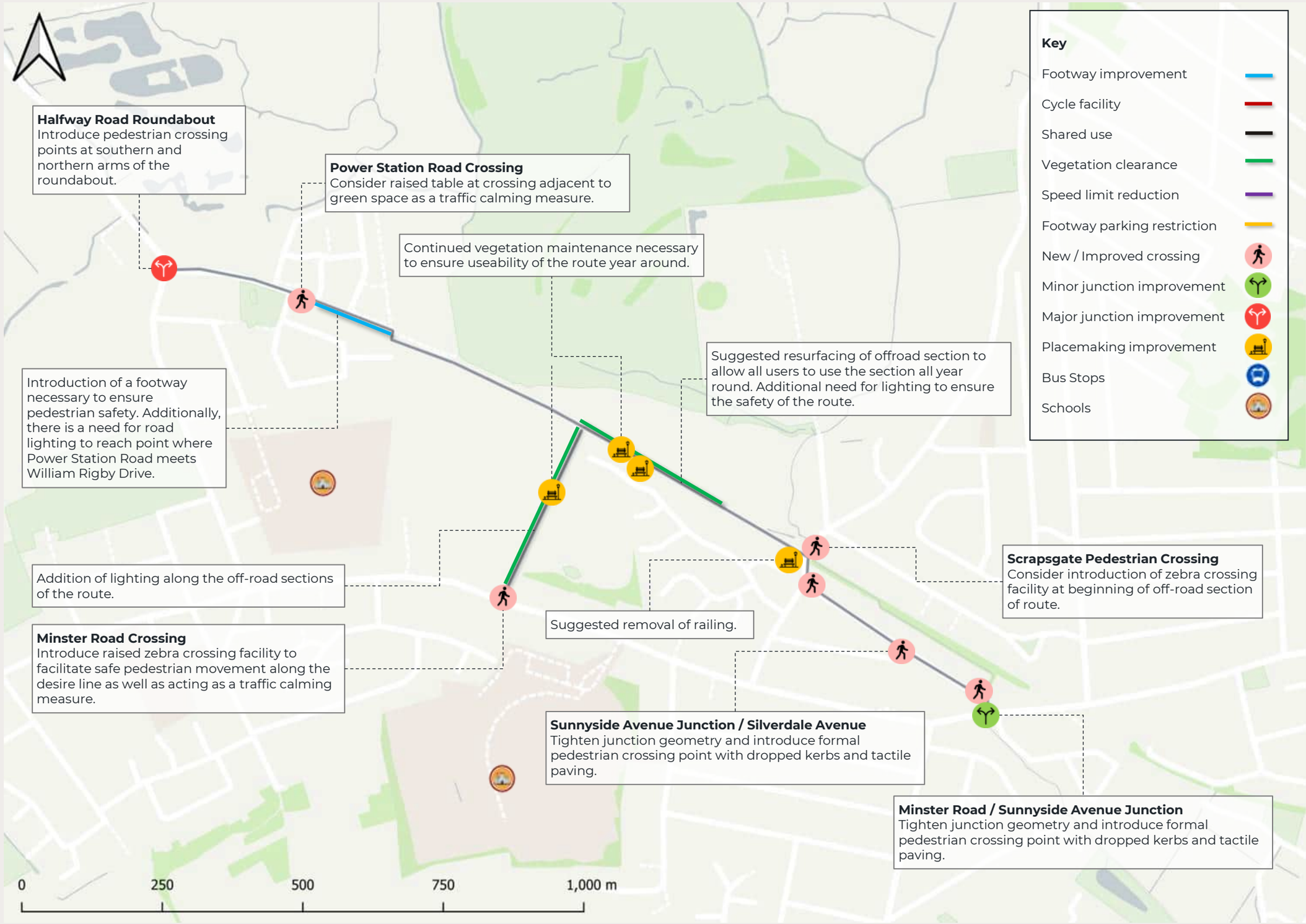

Figure 52 : Power Station Road

Brielle Way to Rushenden Road - CWR1

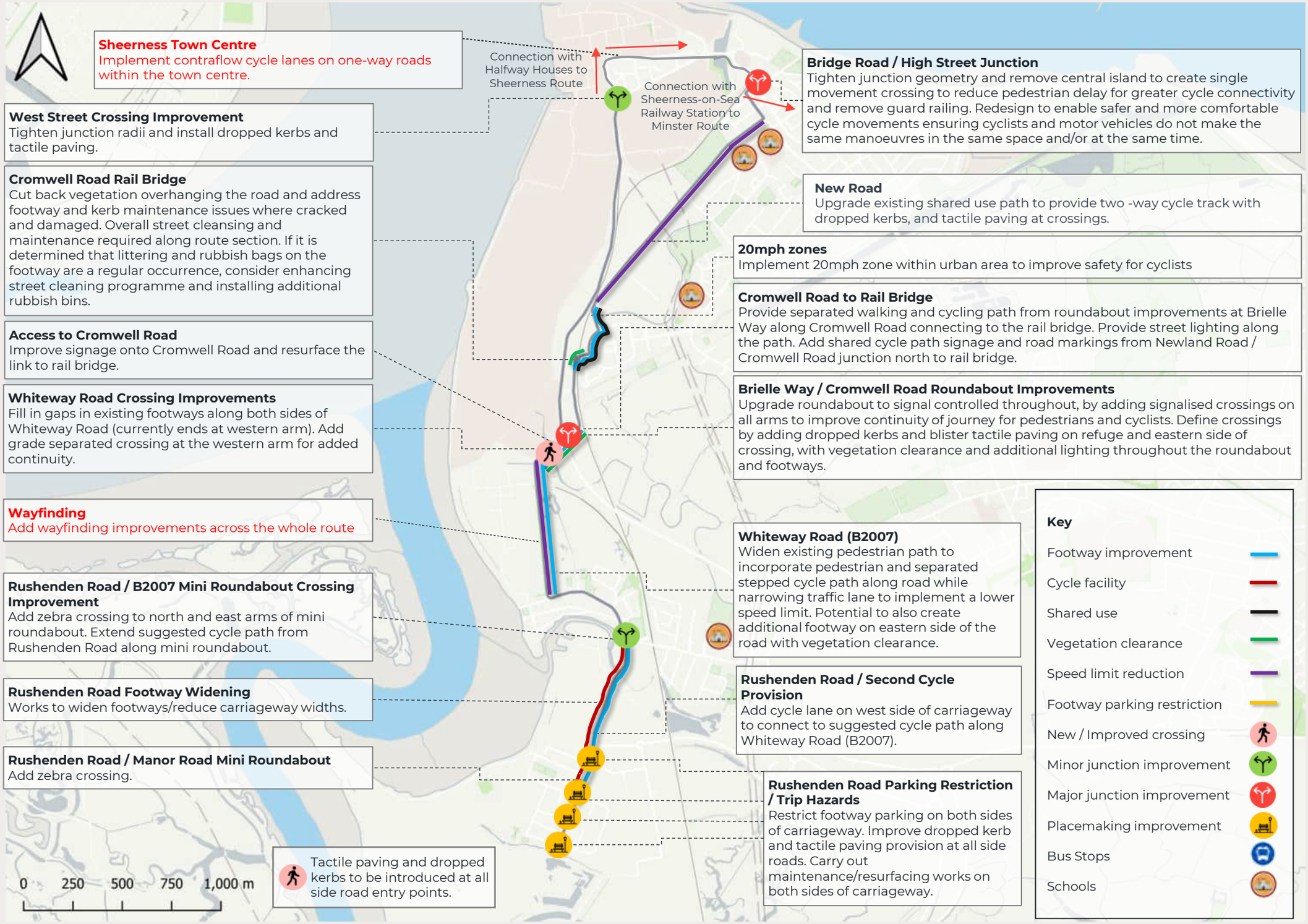

Figure 53 : Brille Way to Rushenden Road

Interventions Added After Public Consultation

Sheerness-on-Sea Railway Station to Minster - CWR6

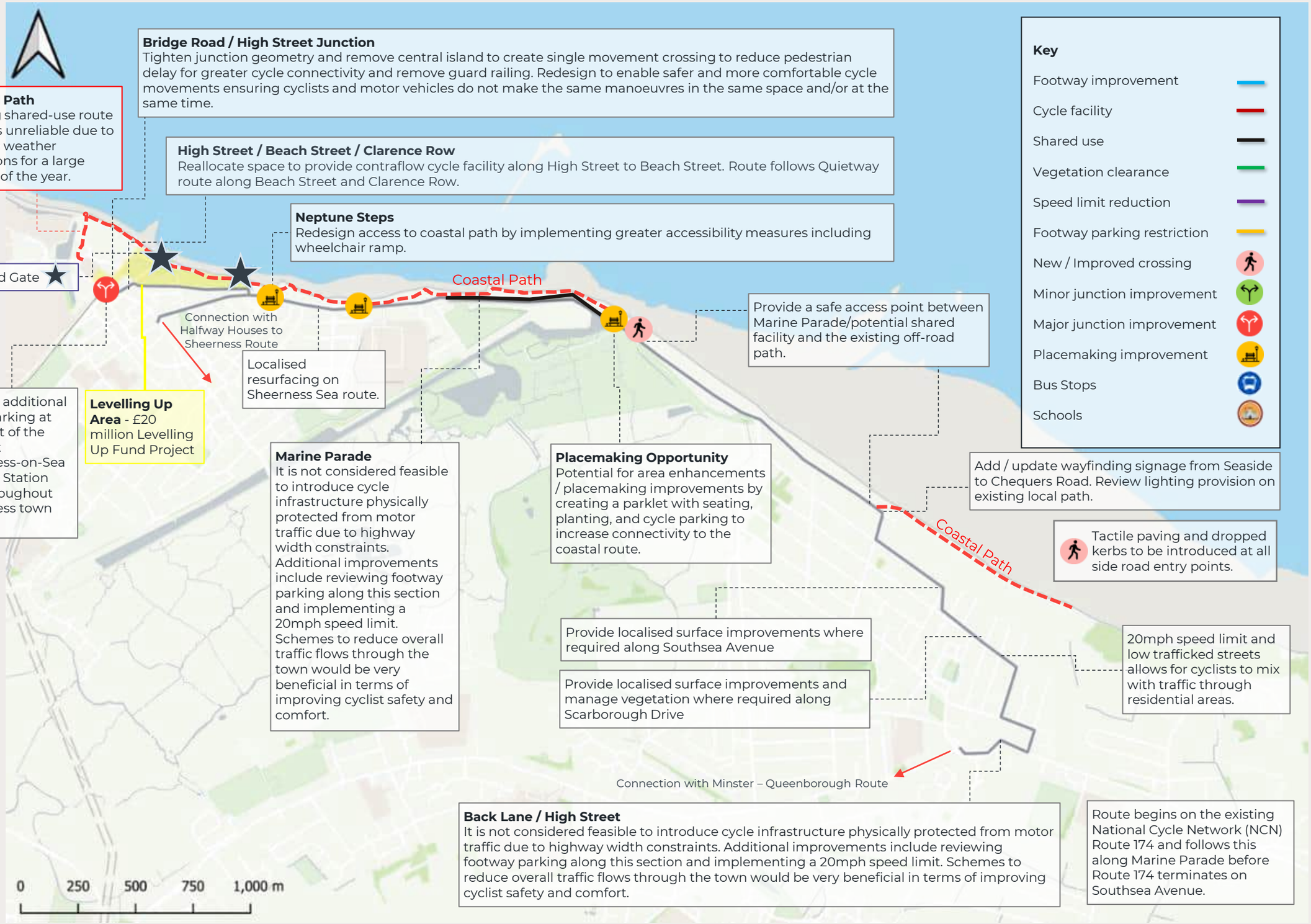

Figure 54 : Sheerness-on-Sea Railway Station to Minster

Queenborough to Minster - CWR5

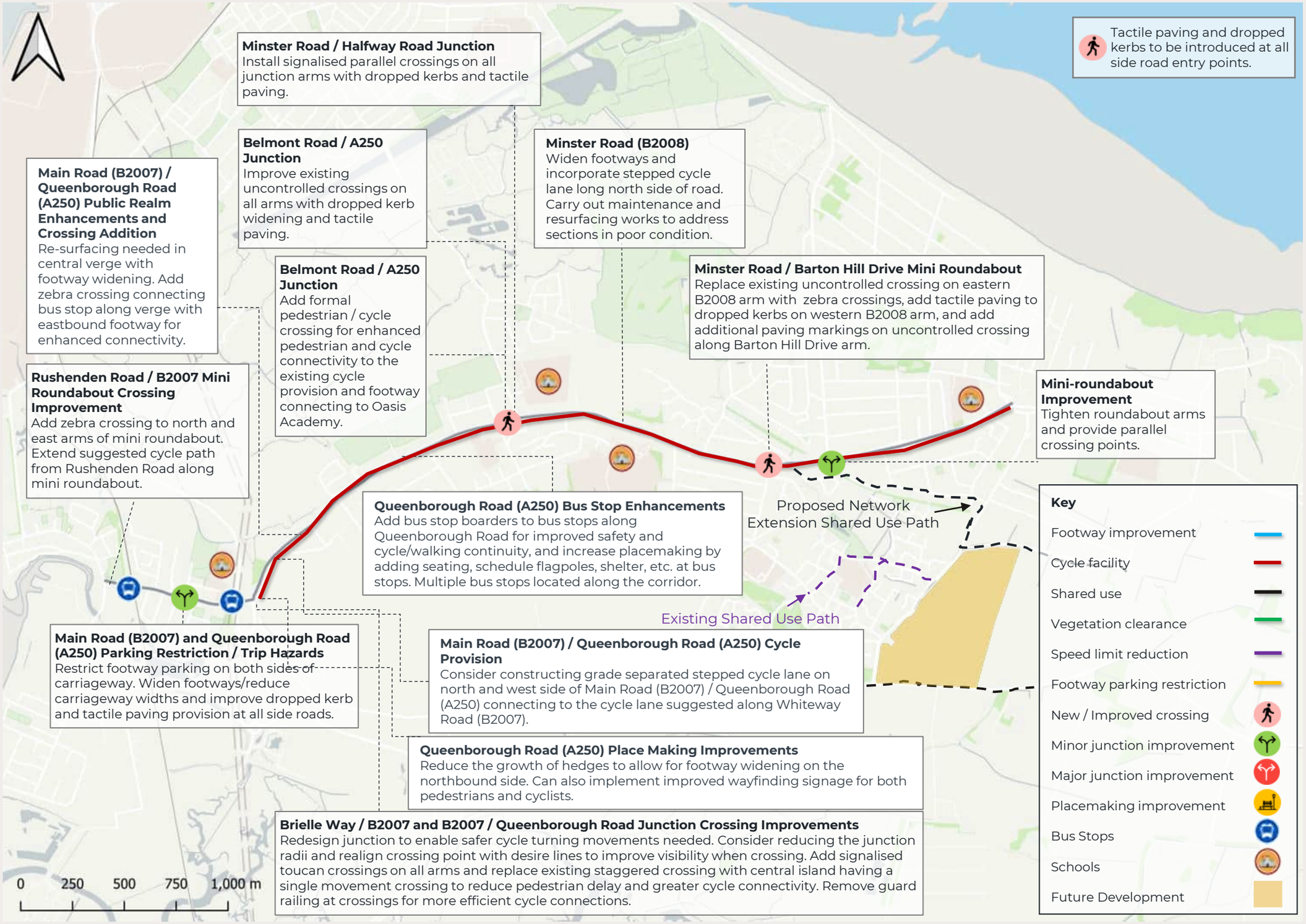

Figure 55 : Queenborough to Minster

Halfway Houses to Sheerness - CWR4

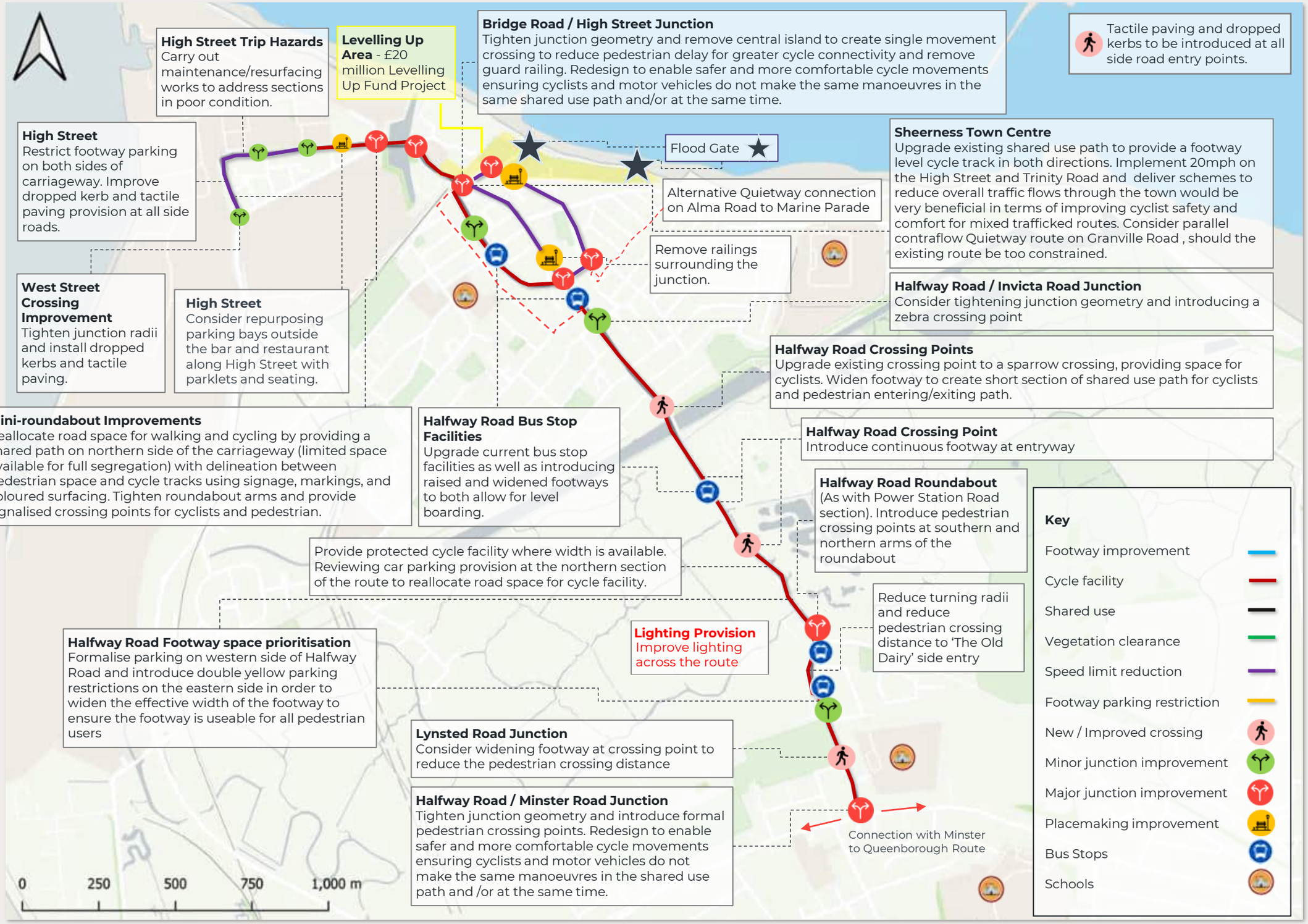

Figure 56 : Halfway Houses to Sheerness

Interventions Added After Public Consultation

Cromwell Road to Marine Parade - CWR2

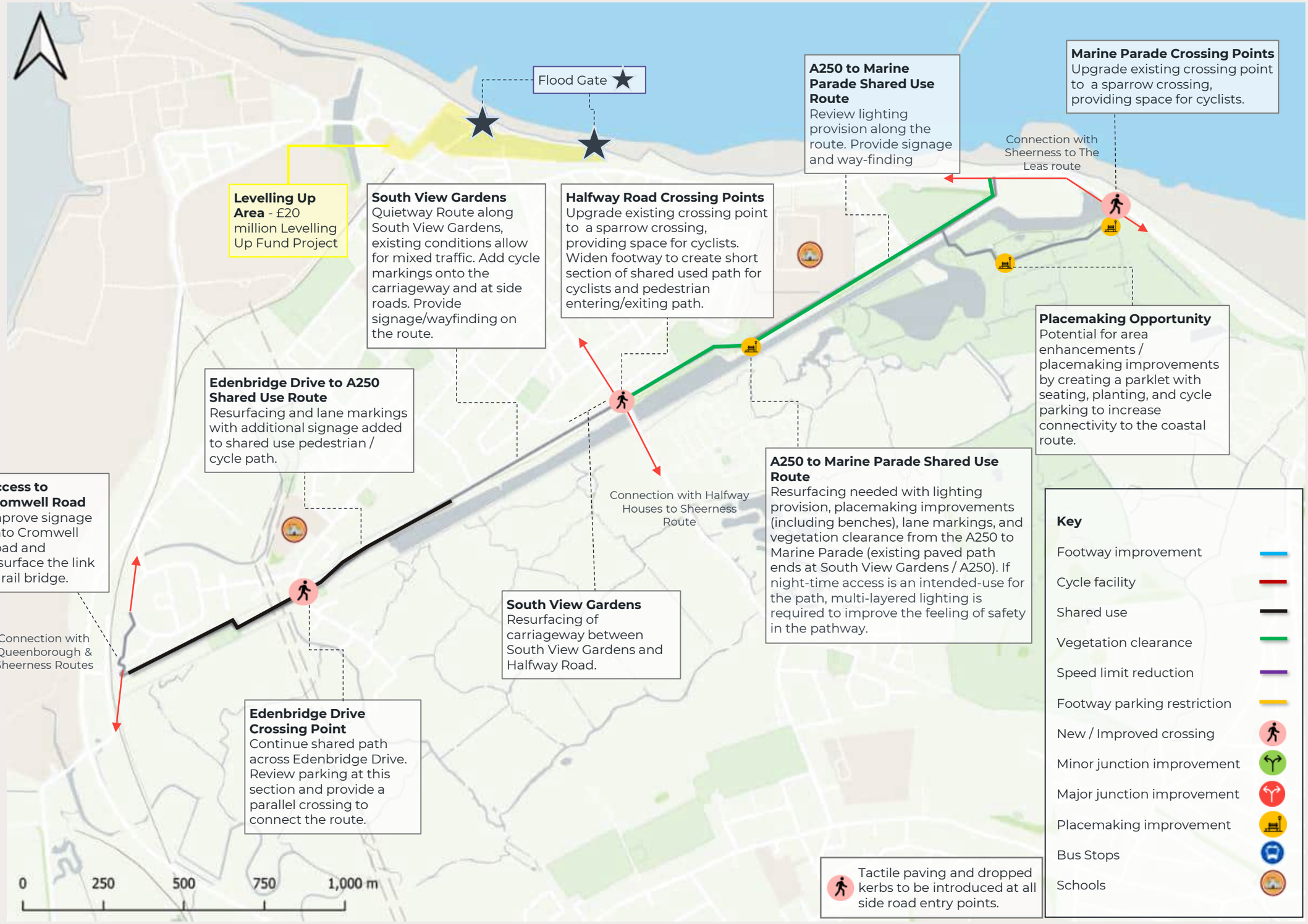

Figure 57 : Cromwell Road to Marine Parade

Route CWR3 - Swale Railway Station to Queenborough Road (A2500)

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LEGEND

CWR3 - Swale Railway Station to Queenborough Road (A2500)

Initial interventions shown on the original map on the next page

NOTES

Swale Railway Station to Queenborough Road (A2500) - CWR3

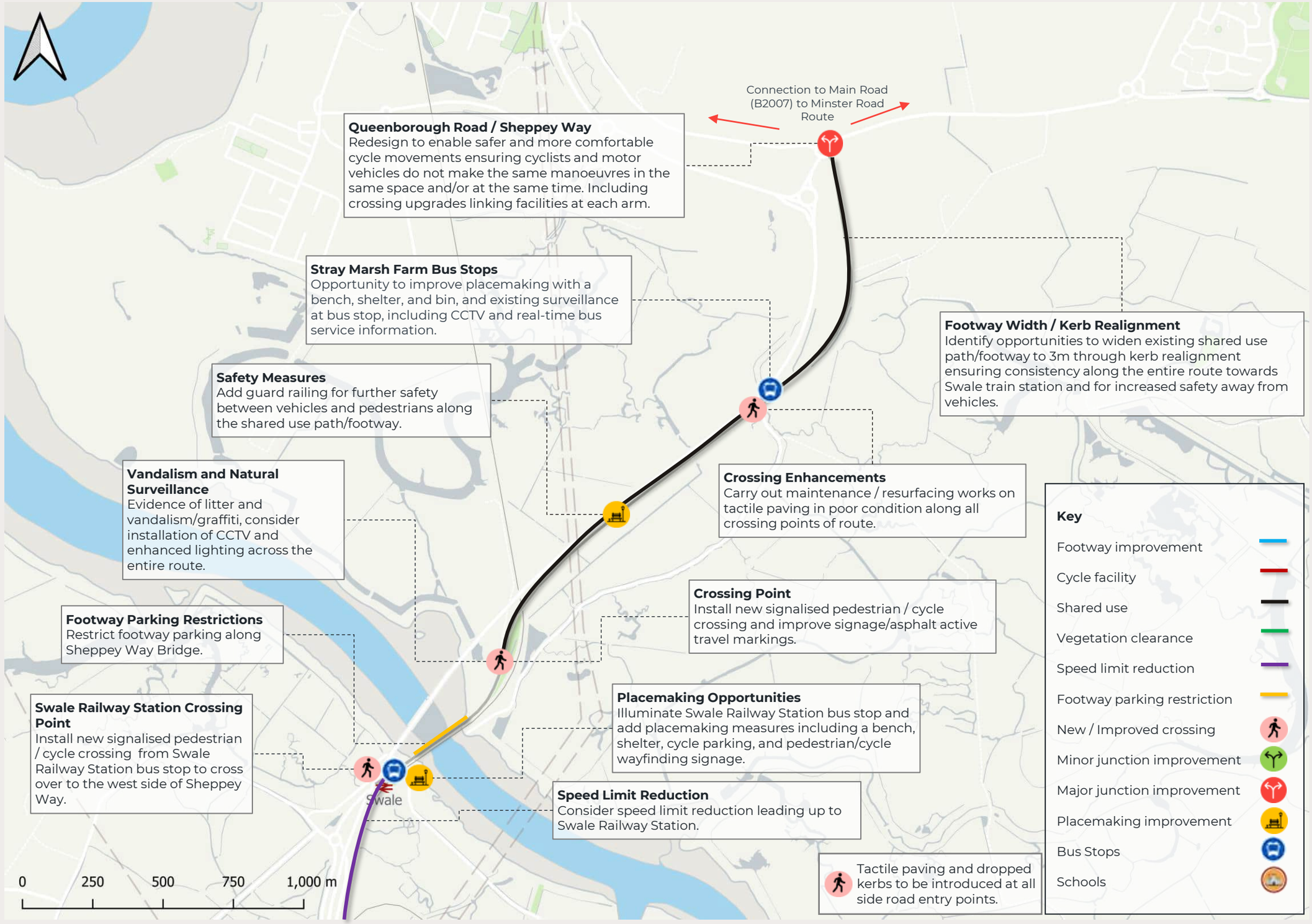
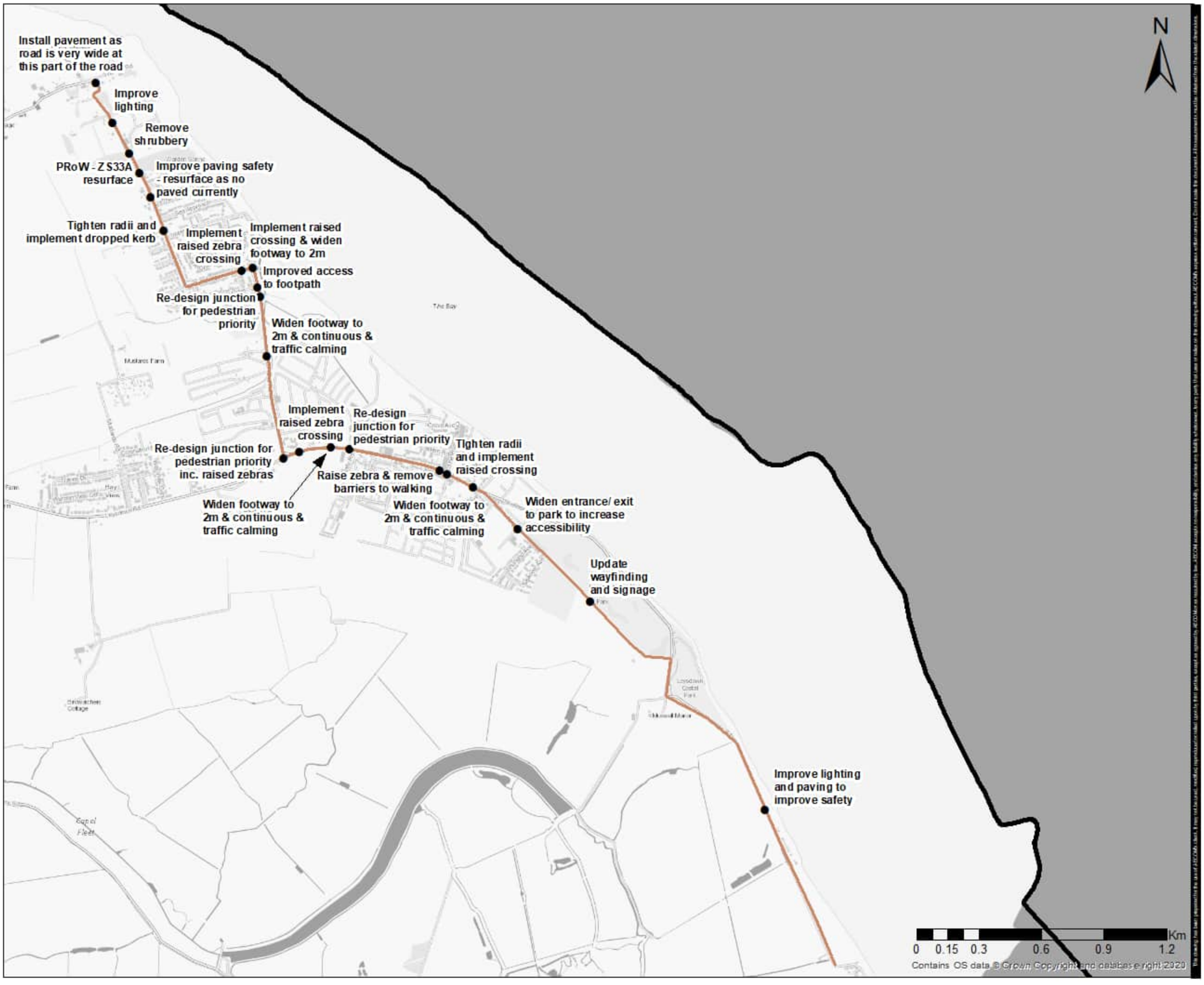


Figure 58 : Swale Railway Station to Queenborough Road (A2500)

Sheerness Town Centre - CWR10

Figure 59 : Sheerness Town Centre

Route WR1 - Shellness to Warden



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LEGEND

- Study Area
- Walking Interventions
- Route 1 - Shellness to Warden

NOTES

Route CWR7 - Sheppey Light Railway Greenway

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LEGEND

- CWR7 - Sheppey Light Railway Greenway
- CWR7 - Subject to Land Owner Permission

Initial interventions shown on the original map on the next page

NOTES


Isle of Sheppey Strategic Cycling and Active Travel Routes
Proposed route of the Sheppey Greenway utilising sections of the former railway where practical, negotiating new field edge routes and traffic calming in selected urban areas.
Sheppey Light Railway Greenway with Greenways and Cycleroutes June 24
SHEERNESS
A new link beside the main road to Halfway is planned
Space for segregated cycle track
Academy Link
Road Enhancement
SLRG Group widened & exposed track-bed. Footpath needs upgrading to Cycle Track
Crossing improvement
Crossing
Crossing
Quiet Way
Crossing
Crossing
Donkey Hill PROW resurfacing...
Missing Link
Road Enhancements
Road Enhancements
s278 3m shared path being built
Developer funded track (possible)
Developer funded track (possible)
Shared Path (needs work)
Cowstead Corner Cycle Track
Although the old railway alignment gives a much easier gradient, its course is completely lost to agriculture . Following behind the hedges to Eastchurch does involve more of a climb but it serves that community
Crossing
Crossing
Minster
Halfway Houses
Eastchurch
Warden
Leysdown-on-Sea
SHEPPEY

Appendix H - Public Consultation Questionnaire Results

Route	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Walking and Wheeling Routes						
WR1	28	4	3	0	0	1
WR2	11	1	3	0	0	9
WR3	9	3	4	0	0	6
WR4	9	4	4	0	0	5
WR5	8	1	5	1	0	5
WR6	9	1	6	0	0	5
WR7	9	2	4	1	0	5
WR8	9	4	4	0	0	5
WR9	4	1	6	0	1	4
WR10	11	1	5	0	0	5
WR11	10	1	4	0	1	5
WR12	7	1	5	0	1	4
WR13	7	1	5	0	0	5
WR14	11	2	7	0	0	2

Route	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Cycling Routes						
CR1	14	3	2	0	0	6
CR2	6	3	4	1	0	3
CR3	7	1	3	0	0	4
CR4	16	0	3	1	0	3
CR5	8	2	4	0	0	4
CR6	8	2	3	0	0	4
CR7	9	1	5	0	0	4
CR8	9	0	2	1	1	4
CR9	11	2	3	0	0	5
CR10	9	3	2	0	0	6
CR11	11	4	2	0	0	4

Route	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Sheppey Towns LCWIP						
CWR1	14	6	1	1	0	1
CWR2	13	5	1	0	1	2
CWR3	13	5	1	1	0	1
CWR4	13	5	2	0	0	1
CWR5	16	6	1	1	1	0
CWR6	14	6	1	0	2	0
CWR7	22	4	2	0	0	0
CWR8	12	6	2	1	0	2
CWR9	10	9	2	0	0	0
CWR10	14	4	1	0	0	3

Appendix I - Prioritisation Criteria and Outcomes

	Criteria	Description	Score
1	Anticipated Flows	PCT Value (Go-Dutch Scenario) – Highest Value (Min. 100m) Classification based on equal intervals of flow: • High: > 25 • Medium: 6 - 25 • Low: <6 • No Flows: < 0	High: 3 Medium: 2 Low: 1 No Flows: 0
2		Network Gaps - Assesses how much of the route aligns with the existing network: • High: < 12.5% of the route follows the existing network • Medium: 12.5% – 25% follows the existing proposed network • Low: > 25% follows the existing network	
3	Origin Size	Population Density (People per km). Average population per kilometre within 100m of the route (based on LSOA data) High: >125 Medium: 75 - 125 Low: < 75	High: 3 Medium: 2 Low: 1 Scored using Matrix below
4		Residential Site Allocations Number of committed residential dwellings within 100m of the route: • High: > 2,000 dwellings • Medium: 1,000 – 2,000 dwellings • Low: 100 – 1,000 dwellings • None: 0 dwellings	
5	Destination Size	Employment Density (People per hectare). Average employment density within 100m of the route High: >=15 Medium: 5-15 Low: <5	High: 3 Medium: 2 Low: 1 Scored using Matrix below
6		Employment Site Allocations Size of committed employment or mixed-use developments (in hectares) within 100m of the route: • High: > 50 hectares • Medium: 25 – 50 hectares • Low: 0 – 25 hectares • None: 0 hectares	
7	Consultation Feedback	Public Support - routes scored 0–3 based on the level of public support, with higher scores indicating stronger support. This was based on survey data from	High: 3 Medium: 2 Low: 1 No: 0

Scoring Matrix	No	Small	Medium	Large
		Low	Medium	High
No	0	0.5	1	1.5
Low	0.5	1	1.5	2
Medium	1	1.5	2	2.5
High	1.5	2	2.5	3

Cycle Routes Prioritisation Table

Route Context			Anticipated Flows			Population and Employment Density											Public Consultation	Classification		
						Origin					Destination									
ID Name	Route Name	Distance (km)	Future Demand	Network Gap	Overall Flow Score	People per Hectare (PPH)		Site Allocation (Dwellings)		Population - Total Score	Employees per Hectre (EPH)		Site Allocation (Hectares)		Employment - Total Score	Population and Employment Density Total Score	Overall Level of Agreement Score	Overall Classification Score	Classification	Rank
CWR7	Sheppey Light Railway Greenway	19.1	3	3	6	36.4	Low	200	Low	1	2.3	Low	166.0	High	2.0	3.0	3	12	Primary	1
CWR1	Brielle Way to Rushenden	7.7	3	1	4	86.9	Medium	1160	Medium	2	14.1	Medium	190.7	High	2.5	4.5	3	11.5	Primary	2
CR8	Sittingbourne - Rainham	9.5	2	3	5	139.9	High	1232	Medium	2.5	13.0	Medium	0.0	No Allocation	1.0	3.5	2	10.5	Primary	3
CR1	Kemsley - Faversham	11.6	3	1	4	75.1	Medium	2360	High	2.5	6.8	Medium	30.7	Medium	2.0	4.5	2	10.5	Primary	3
CWR4	Halfway Houses -	4.8	3	1	4	266.8	High	0	No Allocation	1.5	9.2	Medium	166.0	High	2.5	4.0	2	10	Primary	5
CWR9	The Broadway	2.6	2	3	5	77.8	Medium	100	Low	1.5	3.2	Low	0.0	No Allocation	0.5	2.0	3	10	Primary	5
CR2	Kemsley - South Sittingbourne	5.4	3	1	4	150.2	High	2250	High	3	17.0	High	0.0	No Allocation	1.5	4.5	1	9.5	Secondary	7
CWR5	Queenborough - Minster	4.8	3	1	4	48.8	Low	1460	Medium	1.5	2.6	Low	20.7	Low	1.0	2.5	3	9.5	Secondary	7
CWR6	Sheerness-on-Sea Railway Station - Minster	5.9	3	1	4	251.6	High	0	No Allocation	1.5	7.7	Medium	0.0	No Allocation	1.0	2.5	3	9.5	Secondary	7
CR7	Iwade - Bapchild	8.5	3	1	4	100.1	Medium	2672	High	2.5	8.4	Medium	3.6	Low	1.5	4.0	1	9	Secondary	10
CR5	Sittingbourne - Eurolink Business Park	3.5	3	1	4	94.0	Medium	1317	Medium	2	26.8	High	0.0	No Allocation	1.5	3.5	1	8.5	Secondary	11
CR3	Grove Park - South Sittingbourne	5.2	3	1	4	137.5	High	200	Low	2	6.0	Medium	0.0	No Allocation	1.0	3.0	1	8	Secondary	12
CR9	Faversham - Canterbury	15.2	2	1	3	83.7	Medium	260	Low	1.5	23.4	High	26.3	Medium	2.5	4.0	1	8	Secondary	12
CR6	Grove Park - Eurolink Business Park	5.1	2	1	3	136.2	High	667	Low	2	21.3	High	0.0	No Allocation	1.5	3.5	1	7.5	Local	14
CR10	Ashford - Faversham	27.0	3	2	5	66.0	Low	0	No Allocation	0.5	13.4	Medium	0.0	No Allocation	1.0	1.5	1	7.5	Local	14
CR11	Faversham - Whitstable	9.2	3	1	4	31.0	Low	0	No Allocation	0.5	8.8	Medium	0.0	No Allocation	1.0	1.5	2	7.5	Local	14
CR4	Sittingbourne - Sheerness	8.7	2	1	3	29.7	Low	2072	High	2	2.2	Low	0.0	No Allocation	0.5	2.5	2	7.5	Local	14
CWR2	Cromwell Road - Marine Parade	4.1	3	1	4	68.1	Low	0	No Allocation	0.5	4.4	Low	0.0	No Allocation	0.5	1.0	2	7	Local	18
CWR8	Main Road (B2007) - Minster Road	3.5	2	1	3	38.2	Low	720	Low	1	2.3	Low	0.0	No Allocation	0.5	1.5	2	6.5	Local	19
CWR10	Sheerness Town Centre	0.8	0	1	1	717.3	High	0	No Allocation	1.5	21.4	High	0.0	No Allocation	1.5	3.0	2	6	Local	20
CWR3	Swale Railway Station - Queenborough Road	5.3	1	1	2	1.8	Low	0	No Allocation	0.5	1.5	Low	0.0	No Allocation	0.5	1.0	3	6	Local	20

Walking and Wheeling Routes Prioritisation Table

Route Context			Population and Employment Density										Public Consultation	Classification		
			Origin					Destination								
ID Name	Route Name	Distance (km)	People per KM (PPKM)		Site Allocation (Dwellings)		Population – Total Score	Employees per Hectre (EPH)		Site Allocation (Hectares)		Employment - Total Score	Population and Employment Density Total Score	Overall Level of Agreement Score	Overall Classification Score	Classification	Rank
CWR1	Brielle Way to Rushenden	7.72	86.89	Medium	1160	Medium	2	14.09	Medium	190.7	High	2.5	4.5	3	7.5	Primary	1
WR11	Kemsley - Sittingbourne Station	2.79	188.10	High	2817	High	3	19.84	High	0	No Allocation	1.5	4.5	2	6.5	Primary	2
CWR4	Halfway Houses -	4.84	266.83	High	0	No Allocation	1.5	9.17	Medium	165.95	High	2.5	4	2	6	Primary	3
CWR7	Sheppey Light Railway Greenway	19.08	36.35	Low	200	Low	1	2.30	Low	165.95	High	2	3	3	6	Primary	3
WR2	Sittingbourne Station - SW Developments	3.06	144.33	High	1232	Medium	2.5	16.83	High	34.03	Medium	2.5	5	1	6	Primary	3
CWR5	Queenborough - Minster	4.8	48.78	Low	1460	Medium	1.5	2.58	Low	20.65	Low	1	2.5	3	5.5	Primary	6
CWR6	Sheerness-on-Sea Railway Station - Minster	5.90	251.56	High	0	No Allocation	1.5	7.70	Medium	0	No Allocation	1	2.5	3	5.5	Primary	6
WR13	West Sittingbourne	3.18	155.89	High	2167	High	3	20.81	High	0	No Allocation	1.5	4.5	1	5.5	Primary	6
WR9	NW Development - South Sittingbourne	4.05	148.13	High	2817	High	3	16.72	High	0	No Allocation	1.5	4.5	1	5.5	Primary	6
CWR10	Sheerness Town Centre	0.75	717.31	High	0	No Allocation	1.5	21.42	High	0	No Allocation	1.5	3	2	5	Secondary	10
WR4	Sittingbourne Station - Eurolink Business Park	3.02	104.64	Medium	567	Low	1.5	31.66	High	0	No Allocation	1.5	3	2	5	Secondary	10
WR7	South Sittingbourne to Milton Creek Country Park	4.66	177.34	High	567	Low	1.5	15.29	High	0	No Allocation	1.5	3	2	5	Secondary	10
WR8	Kemsley - Eurolink Business Park	2.90	102.24	Medium	1500	Medium	2	6.11	Medium	0	No Allocation	1	3	2	5	Secondary	10
CWR9	The Broadway	2.56	77.77	Medium	100	Low	1.5	3.23	Low	0	No Allocation	0.5	2	3	5	Secondary	10
WR3	Sittingbourne Station - East Sittingbourne	3.40	125.33	High	1167	Medium	2.5	17.83	High	0	No Allocation	1.5	4	1	5	Secondary	10
WR6	SW Developments - South Sittingbourne	3.84	113.82	Medium	565	Low	1.5	6.38	Medium	34.03	Medium	2	3.5	1	4.5	Secondary	16
WR5	Central Sittingbourne to East Sittingbourne	2.95	149.32	High	567	Low	2	17.52	High	0	No Allocation	1.5	3.5	1	4.5	Secondary	16
CWR3	Swale Railway Station to Queenborough Road (A2500)	5.26	1.81	Low	0	No Allocation	0.5	1.52	Low	0	No Allocation	0.5	1	3	4	Local	18
WR1	Shellness - Warden	6.38	10.42	Low	0	No Allocation	0.5	0.46	Low	0	No Allocation	0.5	1	3	4	Local	18
WR10	Kemsley - Iwade	2.54	83.68	Medium	2072	High	2.5	3.84	Low	0	No Allocation	0.5	3	1	4	Local	18
CWR8	Main Road (B2007) - Minster Road	3.52	38.20	Low	720	Low	1	2.31	Low	0	No Allocation	0.5	1.5	2	3.5	Local	21
WR12	No Allocationrth Murston - South Murston	1.99	114.09	Medium	0	No Allocation	1	21.40	High	0	No Allocation	1.5	2.5	1	3.5	Local	21
WR14	Iwade - Swale Station	2.09	1.45	Low	572	Low	1	0.57	Low	0	No Allocation	0.5	1.5	2	3.5	Local	21
CWR2	Cromwell Road - Marine Parade	4.08	68.10	Low	0	No Allocation	0.5	4.44	Low	0	No Allocation	0.5	1	2	3	Local	24

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