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**Faversham Town Council**  
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 Faversham  
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Our Ref: 04982

Dear Julian/Eddie,

### Faversham Parish to Towns - Fee Proposal

Thank you for inviting PJA to provide a methodology and fee estimate for undertaking this work. Given our ongoing involvement in the development of Faversham’s 20 mph town-wide limit and the new LCWIP project, we’re really excited to be working on a further project in the town. Developing a complementary network of routes that will connect with Faversham will help to further promote and raise awareness of walking and cycling in the area. This is also an increasingly common approach that is being adopted by towns aiming to improve wider integration of their active travel network coverage, including:



- **Greater Cambridge - Greenways** the network is intended to connect surrounding local villages with Cambridge using a combination of existing and new cycle infrastructure. The Greenways’ network consists of 12 x proposed routes (as shown in image above)
- **Northern Ireland – Greenways:** The project has a 25 year ambition to repurpose the country’s >1000km of disused railways into a comprehensive traffic-free rural cycle network.

- **Tunbridge Wells - Inter-Urban Routes:** The Borough Council has identified a network consisting of eight alignments to be developed as inter-urban cycling routes connecting the Borough’s main settlements

## Methodology

Based on our interpretation of the brief, we have identified the below key tasks that will need to be undertaken for the project.

## Outline Network Development

This exercise will identify key walking and cycling routes which will form the basis of the Parish to Towns network. We will initially use the Propensity to Cycle Tool (PCT) to provide a geographic scope and our existing local knowledge to provide an understanding of movements in the area. The PCT outputs will provide a useful overview of flows and where we could expect to find cyclists and pedestrians moving between the villages. The outputs from the review would be used to identify preferred and secondary alignments for connections to each of the identified villages. The below example PCT output for East Grinstead (Mid-Sussex) helps to illustrate how the PCT can be used to identify longer distance desire lines for connecting routes into the main town. We have then developed the town’s LCWIP networks to reflect the PCT findings including out of town routes. The ‘E-Bike’ scenario shown below assumes Dutch levels of commuter cycling (c.22%) combined with improved access to e-bikes.

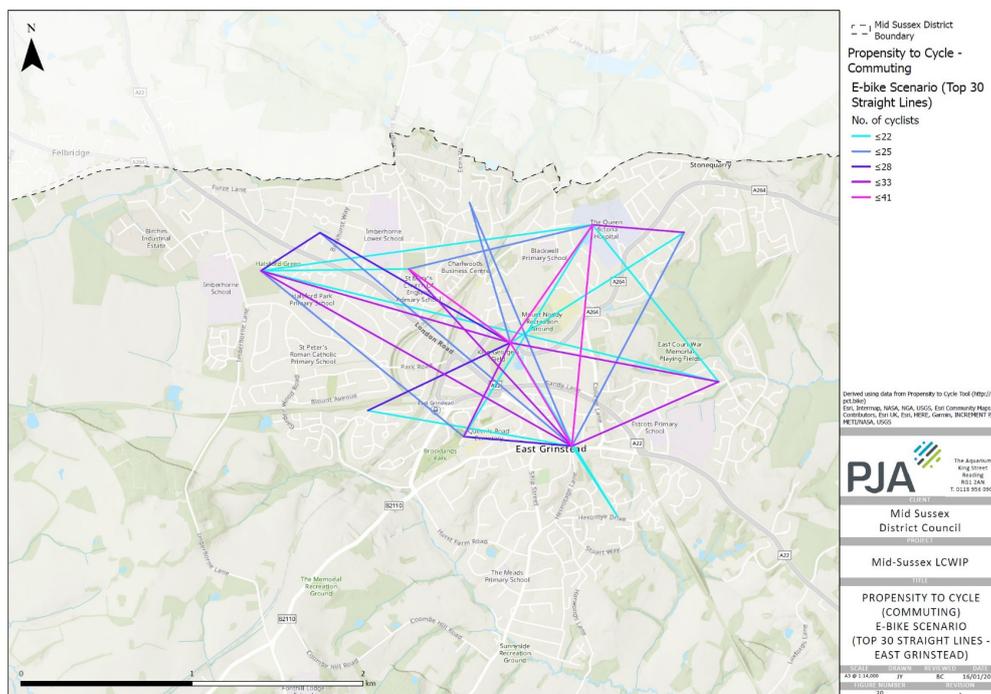


Figure 1: PCT Straight Line Outputs for East Grinstead

## Local Stakeholder Engagement

Having prepared an outline network of routes, we would engage with local walking and cycling groups to review and validate the recommended network. We would recommend that this engagement is completed virtually with the stakeholders at a design workshop. Local engagement will be particularly useful to understand the existing network and off-highway routes such as Public Rights of Way (PROW) and Private Roads which would not be identified by the PCT and could provide alternatives to on-carriageway alignments.

In addition to engagement with local walking and cycling groups, we have allowed for discussions with key local stakeholders involved in the town's future developments. The feedback from the engagement would be used to confirm the preferred network which would then be audited on site. We would also capture general feedback from the engagement sessions that could be used in future other walking/cycling projects.

## Wider Engagement

PJA would produce a high-quality leaflet using Adobe InDesign and Illustrator which would summarise the proposed route alignments and could be used as a consultation document. Given the proposed budget and discussions with FTC, we have assumed that the wider consultation would be led by Adrian Berendt with PJA providing minor technical support when required.

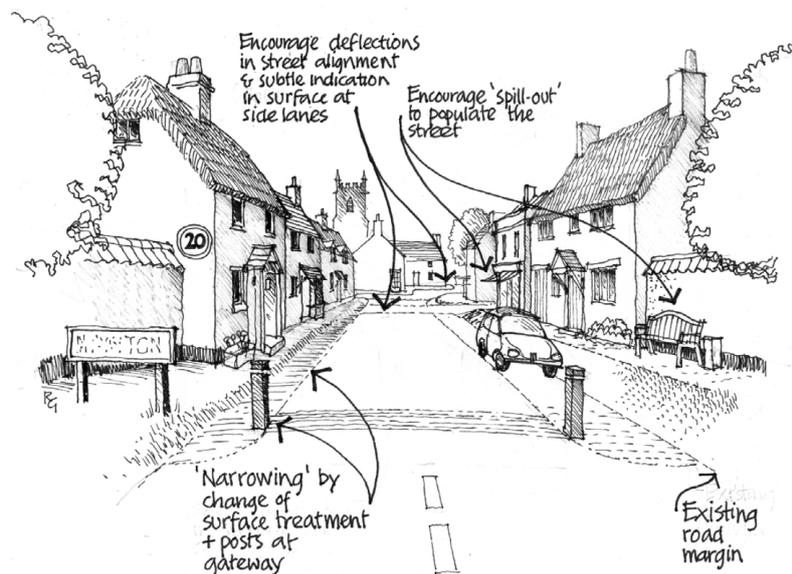


Figure 2: Typical 'Gateway' design recommendation from Traffic in Villages

It is important that the wider engagement gathers feedback on both walking and cycling measures, and also on more general issues that affect the routes. In our recent work in Tunbridge Wells, several locations were identified where a more holistic design approach was required to improve the quality of environment and public realm in village centres. We referred to the 'Traffic in Villages' design guidance as best practice to

inform design development in these locations, including Five Oak Green and Paddock Wood. We anticipate that the recommended network would be updated following the results from the Wider Engagement.

### Site Audits

We would visit each of the preferred route alignments to assess existing conditions for walking and cycling, and to identify future design improvements. Developing a site appreciation of the routes will be an essential step in developing the design recommendations. We would invite members of the local walking and cycling groups to join us for the site auditing as we feel this would be a good opportunity to gather further local inputs and also for the groups to better understand the auditing process.

We would use the DfT’s ‘Level of Service’ Assessment Tool from Local Transport 1/20 to provide a high level overview of each route’s performance. The LTN 1/20 also includes recommended design parameters for cycling which would be referenced in the design development (see Figure 2).

### Design Development + Final Report

We would develop ‘delivery plans’ for each alignment which would outline key findings and design recommendations for the alignments. Delivery plans will include precedent design examples to illustrate how the measures could be developed and provide high level indicative costings. The design recommendations are likely to include a range of measures including protected cycle routes, reduced speed limits, traffic calming, junction improvements, PROW conversions and development of low-traffic environments.

PJA are currently working with Tunbridge Wells Borough Council and the development of ‘Quiet Lanes’ is one of the study’s key design recommendations for the Inter-Urban network. These have been proposed on existing rural roads which already have low levels of vehicular traffic and would require relatively minor carriageway improvements to be made suitable for walking, cycling and equestrian access. The Quiet Lane designation would help to raise awareness and profile of the routes as suitable for walking, cycling and equestrians. The Quiet Lanes can be further reinforced with design measures and modal filters if required.



Figure 3: Example of Quiet Lanes in Bucklebury, Berkshire

As well as developing design recommendations for the individual corridors, we would recommend developing recommendations for different route typologies as this provides an alternative approach for the delivery of the recommended improvements. The below example from Tunbridge Wells illustrates how we categorised their 'Inter-Urban Routes' network using five different categories. The findings from the study will be summarised in a final high-quality graphic report using Adobe InDesign

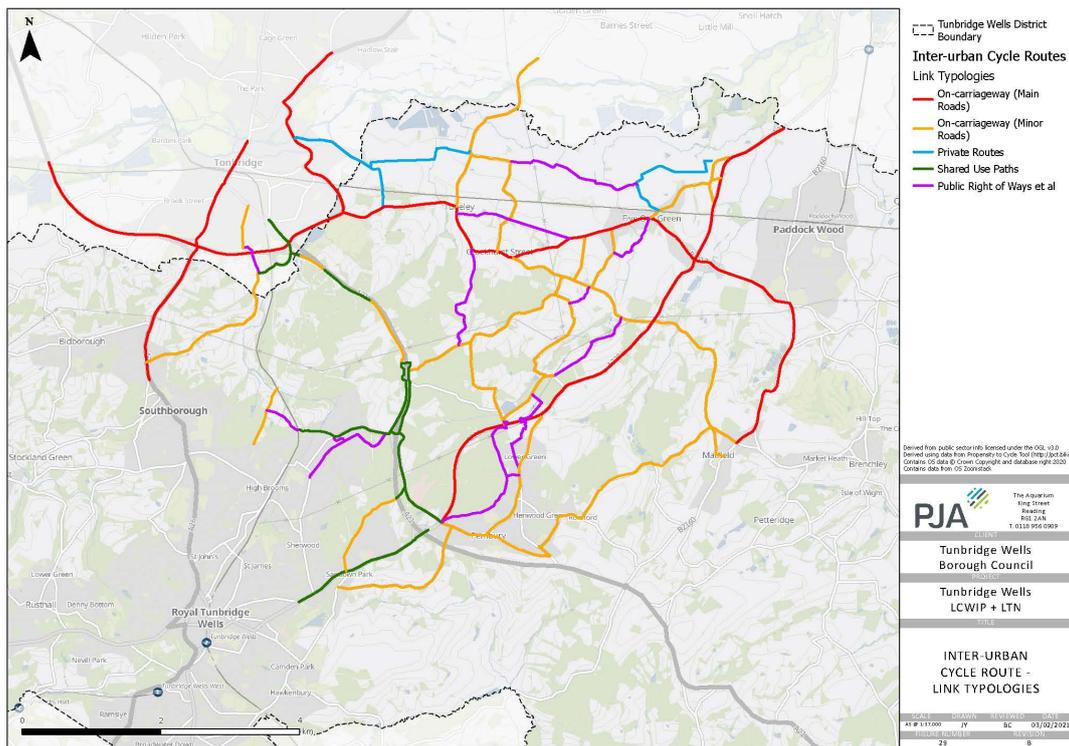


Figure 4: Overview of route typologies for Tunbridge Wells' Inter-Urban network

## Programme + Meetings

Given the ongoing COVID-19 circumstances, we have priced on the assumption of virtual monthly progress meetings with the Client Team and the supply of monthly progress notes to the client in advance of each progress meeting. Ideally, the Walking Audits would be completed on-site however we would have to review the situation nearer the time with regard to the latest COVID-19 restrictions (It is possible to complete the site audits virtually but obviously we would prefer to visit in person).

## Fee Proposal

The total cost for our proposal is **£9,750** (excluding VAT) and we have provided a more detailed breakdown below:

LCWIP Stage	PJA Fee (£)
Outline Network Development	£2,000
Stakeholder Engagement	£1,500
Wider Engagement (Led by AB)	£1,250
Site Audits	£3,000
Design Development + Final Report	£2,000
<b>TOTAL</b>	<b>£9.750</b>

Please note the following exclusions and assumptions associated with our lump sum fee:

- Attendance at meetings other than those specified in this document are excluded from our fee;
- We have assumed that the ‘wider consultation’ with the general public, interested organisations and parish councils would be led by FTC and Adrian Berendt with PJA providing minor technical support. However, this arrangement can be discussed with FTC nearer the time to confirm the preferred arrangement
- Excludes third-party costs for OS licensed mapping, traffic surveys, etc, it is assumed that if required these will be reimbursable.

Please also note that should the size or scope of the project alter, parameters of the study change resulting in abortive work, or the requirements of PJA inputs change as a result of data analysis, scheme costings, additional fees will be required. We have applied a 20% discount on our standard hourly rates for this submission in view of our ongoing relationship with Faversham Town Council. Our offer is subject to our receipt of your Purchase Order. Normally this should be prior to commencement. Our fees will be invoiced monthly in arrears based on the work undertaken. Our payment terms are 14 days. We assume this project will be completed to PJA’s standard Terms and Conditions which can be issued separately if required.

Yours sincerely



**Ben Coleman**

Associate Planner