

Paul Gregory

From: Paul Gregory
Sent: 03 December 2025 11:59
To: Paul Gregory
Subject: Appendix A, Tabled Update, 23/504375/FULL, Item 2.4

Dear Mr Gregory,

As you may be aware, I am the author of the third party highway comments (see attached) that were commissioned by a local resident and submitted just before the previous Committee. I understand that the planning application is due to go to Committee this Thursday (04 December). I am aware of the Public Reports Pack and the applicant's response to my previous note. I believe that it is important that I respond to the latest information since it remains flawed and does not form a robust basis for determining this application.

First of all, it is important that the matter of net additional trips is considered carefully since the site sits close to a substandard slip-road and the surrounding highway network (Brenley Corner and the network in and around Canterbury) suffers from congestion during peak periods.

I note that McDonald's has stated that there is a 'long-standing requirement' for a McDonald's restaurant in the area. There is a McDonald's restaurant in the centre of Canterbury and a drive thru on the Sturry Road north-east of Canterbury but no convenient drive-thru for people living in Faversham, the south and western parts of Canterbury or other local settlements. This development would provide a restaurant that is easily accessible by road for those who wish to obtain a take-away or, indeed, a sit-in meal. Convenient junctions that allow motorists to u-turn are available both east and west of the site and, most importantly, these junctions are located **between** the site and the urban areas of Faversham and Canterbury. The site is extremely well-located to facilitate u-turns by those who wish to make a new journey or a diversion as part of an existing journey to obtain a McDonald's meal.

The argument put forward by both McDonald's and the Highway Authority is that people would be deterred from making new or diverted trips because of the distances involved. To reach the western side of Faversham from the site would take about 7 minutes. To reach the western edge of Canterbury would take about 8 minutes, including the need to u-turn at the Boughton junction.

I note that McDonald's has published no reports that indicate how far people are prepared to travel to access their restaurants. I do not think that McDonald's would disagree that they have strong brand loyalty yet the company has never, as far as I am aware, made public any report that assesses how this strong brand loyalty is reflected in the distances that people are prepared to travel to reach a McDonald's. I note that a survey undertaken by Vanarama found that, *'32% of the UK public would be prepared drive 10 miles or more to their nearest fast food restaurant'* (<https://www.vanarama.com/blog/cars/britains-fast-food-hotspots-revealed>).

The survey data that are available, coupled with the importance that McDonald's places on brand loyalty strongly suggests that the proposed development will attract a significant number of trips of considerable length that are either entirely new to the network or have diverted from elsewhere as part of another trip.

I stand by my statement that, *'up to an additional 79% of trips on Friday and 68% on Saturday could be new to the site and new to this section of the A2'*. The Transport Assessment clearly describes 'existing

trips' as a combination of diverted trips (which are new to the adjacent highway network) and pass-by trips (which are not new to the adjacent network) (see para. 4.2.2 of the Transport Assessment). Despite the author of the Transport Assessment being fully aware that a proportion of those trips that are already on the network are trips **new** to the adjacent network (i.e. diverted trips), she excludes **all** existing trips from the adjacent network when considering the impact of the proposal. This error is repeated in the applicant's response to my Technical Note. Indeed the degree to which the data are misleading is increased as the response specifically states that all existing trips are pass-by trips. There is no justification for this - existing trips comprise a **combination** of pass-by trips and diverted trips. Both the Highway Authority and National Highways have failed to understand how the survey data have been misinterpreted to underplay the potential impact of the development on the A2.

The applicant predicts that 12% of trips on a Friday and 29% of trips on a Saturday would be entirely new to the highway network i.e. Home-McDonald's-Home trips (see Table 4F of Transport Assessment). **Every one of these trips will be u-turning at one of the available A2 junctions.** If customers who are making a new trip will undertake the 'long diversions' associated with u-turning, those who are already making a trip will also make the 'long diversions', indeed, someone who is already in a car is **more likely** to make a diversion than someone who has to make the effort of making an entirely new trip.

If McDonald's persists in contradicting my position then they need to present the survey data that distinguish between diverted and pass-by trips rather than conflating the two in order to create an impression that all trips already on the network are pass-by. They are not.

I should point out that I have worked within the transport planning industry for over 35 years and have been dealing with these trip types throughout my career.

I would be grateful if you could inform the Committee of my comments.

I trust the above is clear. Please do not hesitate to contact me if you have any queries.

regards,

Bruce

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Director
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